

ESTTA Tracking number: **ESTTA121612**

Filing date: **01/25/2007**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

## Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

### Opposer Information

Name	Rhino Linings USA, Inc.		
Entity	Corporation	Citizenship	CA
Address	9151 Rehco Road San Diego, CA 92121 UNITED STATES		

Attorney information	Stacey Friends, Esq. Ruberto, Israel & Weiner, PC 100 North Washington St. Boston, MA 02114 UNITED STATES trademark@riw.com Phone:617-742-4200
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### Applicant Information

Application No	78251735	Publication date	01/23/2007
Opposition Filing Date	01/25/2007	Opposition Period Ends	02/22/2007
Applicant	AMCOAT INDUSTRIES, INC. 115 BAILEY DRIVE NICEVILLE, FL 32578 UNITED STATES		

### Goods/Services Affected by Opposition

Class 002. First Use: 2003/04/01 First Use In Commerce: 2003/04/01  
All goods and services in the class are opposed, namely: RUBBER-LIKE PAINT PRODUCTS, NAMELY, EXTERIOR COATINGS APPLIED TO EXTERIOR SURFACES OF BUILDINGS IN A WIDE VARIETY OF COLORS WHICH CAN BE APPLIED TO ALL TYPES OF WOOD, MASONRY SURFACES SUCH AS BRICK, BLOCK OR CEMENT AS WELL AS METAL SURFACES SUCH AS ALUMINUM OR STEEL

Attachments	Notice of Opposition.pdf ( 48 pages )(11453627 bytes )
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Signature	/stacey friends/
Name	Stacey Friends, Esq.
Date	01/25/2007

CERTIFICATE OF TRANSMISSION

Date: January 25, 2007

I hereby certify that this correspondence is being transmitted by the TTAB Electronic Filing System, ESTTA, on the date indicated above and is addressed to: United States Patent and Trademark Office, TTAB, P.O. Box 1451, Alexandria, VA 22313-1451

/stacey c. friends/

Stacey C. Friends, Esq.

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

Rhino Linings USA, Inc.  
Opposer

v.

Amcoat Industries, Inc.  
Applicant

OPPOSITION NO.

**NOTICE OF OPPOSITION**

Rhino Linings USA, Inc., ("Opposer"), a California corporation, located and doing business at 9151 Rehco Road, San Diego, California, 92121, believes that it will be damaged by registration of the mark described below and hereby opposes the same.

Description of the Application:      Serial No.: 78251735  
Mark: RHINO SHIELD  
Filed: May 9, 2003  
International Classes: 002  
Goods: Rubber-like paint products, namely, exterior coatings applied to exterior surfaces of buildings in a wide variety of colors which can be applied to all types of wood, masonry surfaces such as brick, block or cement as well as metal surfaces such as aluminum or steel.  
Published in the *Official Gazette* on January 23, 2007

The grounds for opposition are as follows:

1. Opposer is the owner of the trademark "Rhino Linings," used in connection with the application of protective polyurethane linings to horse trailers, van floors and truck beds; sprayable polyurethane coating for application on a wide range of commercial, industrial and

consumer products; and spray guns for use in the application of polyurethane coatings to horse trailers, van floors and truck beds. Opposer has used this mark since at least as early as May 31, 1988, has used this mark in interstate commerce since at least as early as May 31, 1988, and is the owner of U.S. Registration Nos. 1910469 and 2682202 for this trademark. Opposer has, since 1988, continuously marketed its goods and services under the mark "Rhino Linings." Opposer is also the owner of the trademarks, "Rhino Tuff," Registration No. 2135280, for the application of its linings to truck beds, horse trailers and van floors; "Rhino Shine," Registration No. 2456926, for a polymer sealant for cleaning its polyurethane coatings; and "Nothing Beats a Real Rhino," Registration No. 2408522, for the application of its linings to truck beds, horse trailers and van floors.

2. Amcoat Industries, Inc. ("Applicant") has filed an application for "Rhino Shield," and has claimed a date of first use of April 1, 2003 and a date of first use in commerce of April 1, 2003, establishing Opposer as the senior user in this matter.

3. Since 2000, Opposer has devoted millions of dollars to the marketing and sales of its services and goods, and in protecting its intellectual property rights in its marks. Opposer spends more than \$2.5 million dollars on television and print advertisements annually. Below are estimated annual global marketing and advertisement expenditures for the period of 2000-2005:

YEAR	TOTAL EXPENDITURE
2000	\$2,521,185
2001	\$3,701,211
2002	\$4,469,628

2003	\$3,872,137
2004	\$4,650,975
2005	\$5,350,000

4. Opposer is the owner of trademark applications for its marks in over one hundred countries, about ninety-two percent of which have received certificates of registration.

5. Opposer distributes its goods and services through over eight hundred and fifty independent dealerships in the United States.

6. Over the years, the uses for Opposer's coatings have expanded. Opposer's coatings are currently used on hundreds of interior and exterior surfaces of all kinds where durability and traction are issues, including buildings, sheds, walls, decks, floors, stairs, walkways, driveways, ramps, pavements and cabinetry (please see attachment for additional information and a complete list of proven applications). Opposer asserts that its trademarks, particularly the "Rhino" portion of its marks, have become synonymous with surface coatings in a variety of fields and industries, including, but not limited to, construction, transportation, mining, military, foundry, petrochemical, plating, marine, garbage and refuse management, and hazardous materials management.

7. Upon information and belief, Applicant's goods include exterior coatings. Opposer's goods are coatings which are applied to a multitude of surfaces, including buildings and other exterior surfaces. Therefore, upon information and belief, Applicant and Opposer both sell a related product to similar industries and consumers.

8. Based on the foregoing and upon information and belief, Opposer will be damaged by the registration of Applicant's "RHINO SHIELD," as the similarities between the

marks and the goods they designate are likely to cause confusion, mistake and deception among consumers, with consequent damage to the business and good will of Opposer. Applicant's mark, "RHINO SHIELD," is very similar to Opposer's mark, "RHINO LININGS" and Opposer's other "Rhino" trademarks. Both are two-syllable compound marks that begin with the protectable word "RHINO" and contain a second syllable that describes the product. Opposer's product is a coating that is applied to hundreds of surfaces where durability is an issue, including buildings and other exterior surfaces, and Applicant's goods are rubber-like exterior coatings made for similar durability purposes. Opposer's goods are designed to be marketed and sold to many types of customers, including consumers purchasing a coating for their personal vehicles, homes and other construction applications, and Applicant's goods are marketed and sold to the same consumers. It is therefore likely that consumers will believe that Applicant's goods are affiliated with Opposer's goods, or confused consumers may seek out Opposer's goods and find Applicant's goods instead, all to the detriment and damage of Opposer.

WHEREFORE, Opposer requests that this Opposition be sustained and that Application Serial No. 78251735 be disallowed and registration of "RHINO SHIELD" be refused.

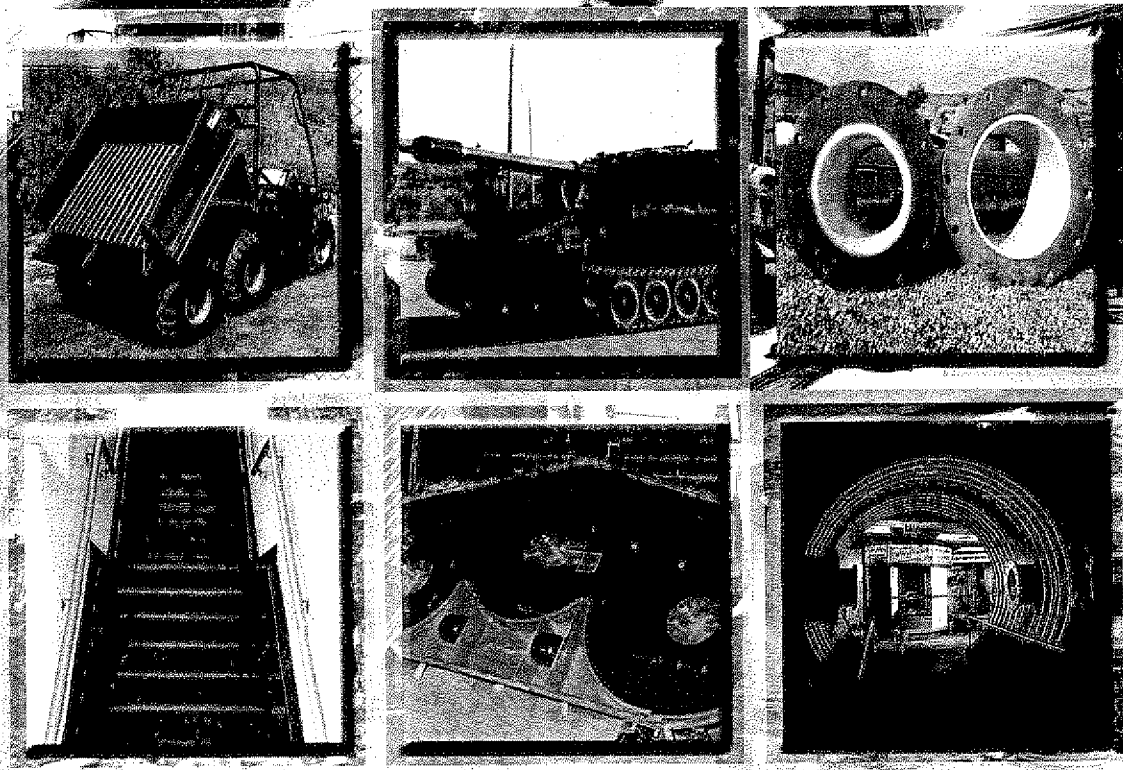
RHINO LININGS USA, INC.

By its attorney,  
/stacey c. friends/  
Stacey C. Friends  
Ruberto, Israel & Weiner, PC  
100 No. Washington Street  
Boston, MA 02114  
617-742-4200  
trademark@riw.com

Date: January 25, 2007



## COMMERCIAL AND INDUSTRIAL APPLICATIONS



**Rhino Linings®**

**THE SPRAYED-ON POLYURETHANE SOLUTION™**

ISO 9001:2000



FM62236



Rhino Linings USA, Inc. is the pioneer and world leader in sprayed-on polyurethane linings that protect virtually any surface from abrasion, chemical corrosion and fire hazard. Since 1968, the Rhino Linings® network has grown to over 1,200 commercial/industrial accounts and retail dealers in over 50 countries around the world.

Rhino's customer growth is our ongoing commitment to exceed the expectations of every sprayed-on lining customer. With top performing polyurethane formulations, state-of-the-art application equipment and the quality hallmarks of ISO 9001:2000 registration.

Rhino Linings will continue to set the standard in the sprayed-on polyurethane industry.

ISO 9001:2000



FM62236

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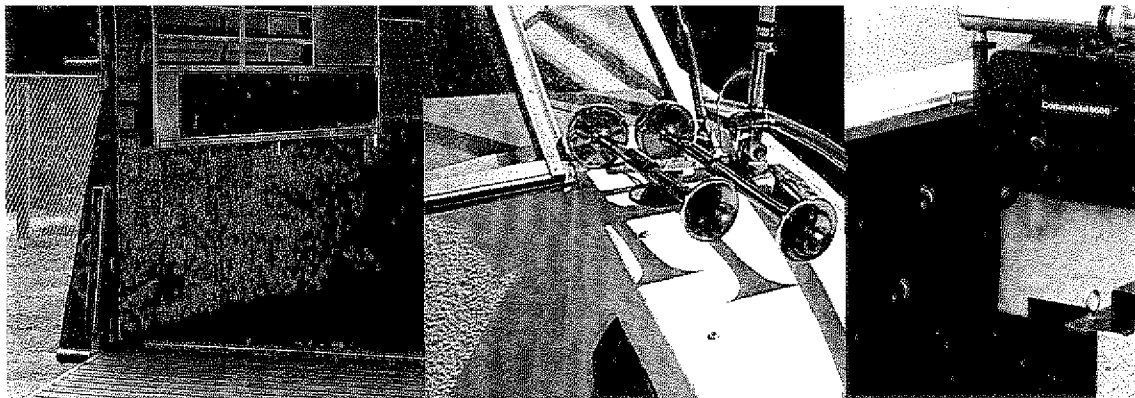
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## TRANSPORTATION APPLICATIONS

**Rhino Linings** is recognized throughout the world as the brand leader in sprayed-on polyurethane protection for pick-up trucks. But pick-up trucks are just the beginning...Rhino Linings also provides the same level of proven protection on commercial trucks, transport vehicles, vans, service vehicles, trailers and more.

The unique physical properties of Rhino Linings make it the ideal protective barrier against corrosion, impact, abrasion and premature wear and tear. Our resilient, 100% solids formulations bond directly to virtually any surface and provide a thick seal against air and moisture, regardless of temperature extremes.

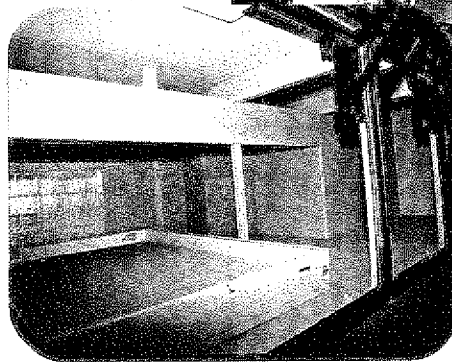
From the water tank compartments of a fire truck...to the floor of a food-delivery van...to the walls of a livestock transportation truck, Rhino keeps vehicle components protected and operational. The tough polyurethane elastomer lining extends vehicle life, saving companies millions of dollars in maintenance, repairs and downtime.

# I. TRANSPORTATION APPLICATIONS

## A. Mass Transit

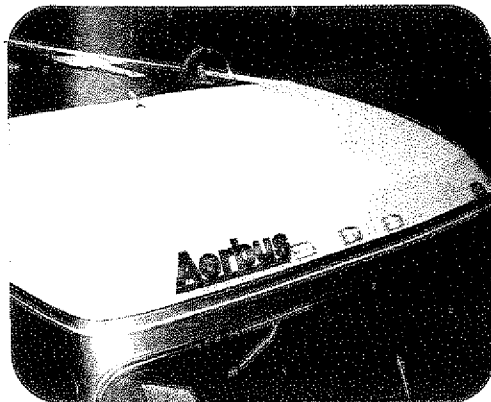


Train Floor

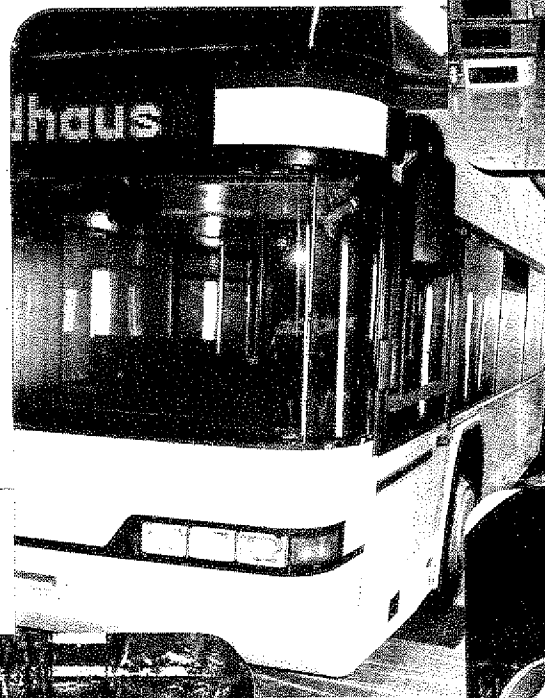


Bus Luggage  
Compartment

Rhino Linings holds up to heavy traffic in the mass transit industry. It protects surfaces from impact and wear and tear, while providing passengers and their luggage with the safety and protection of a non-skid surface.



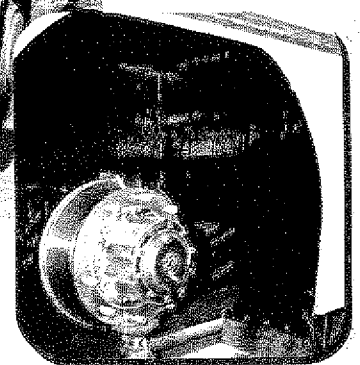
Bus Roof



Underbody

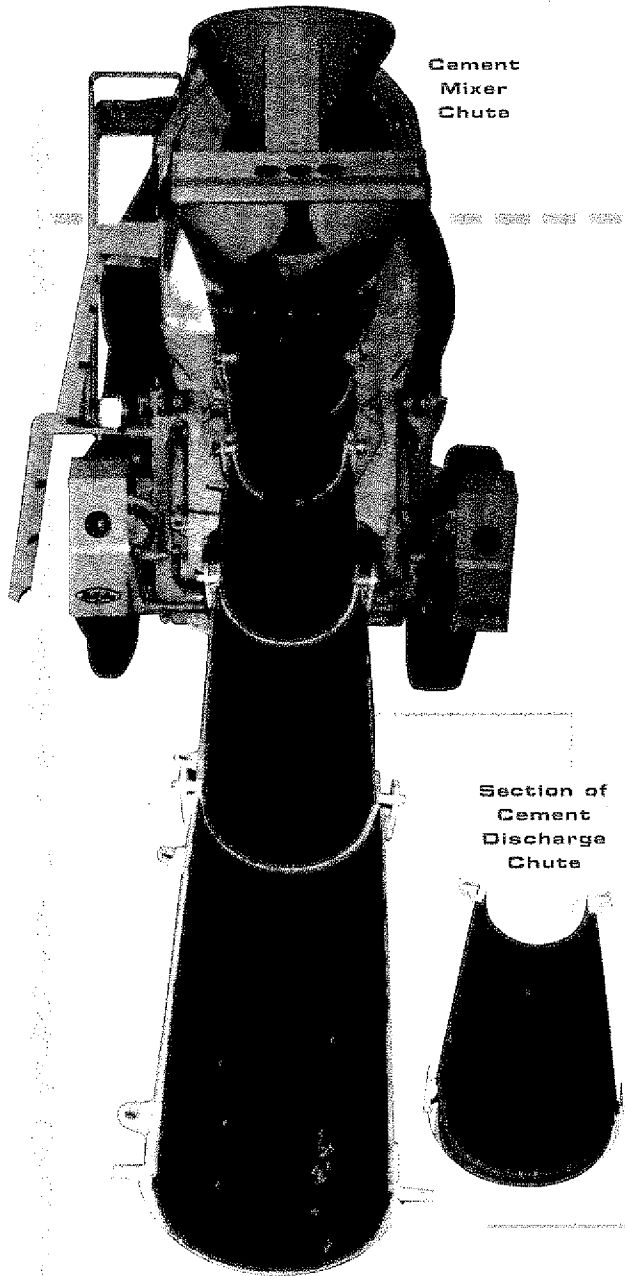


Floor



Wheel Well

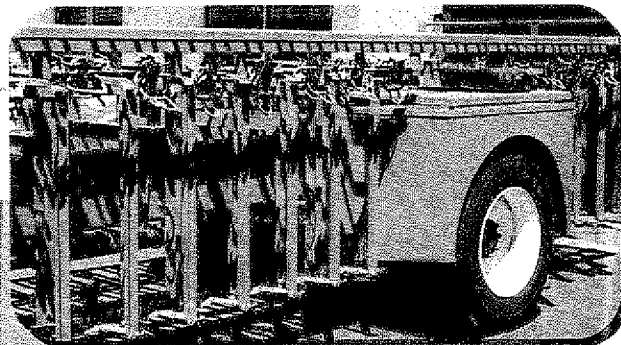
B. Specialty Trucks



Rhino Linings' tough, yet flexible lining formulations are ideal for the diverse needs of specialty vehicles. Rhino is tough enough to protect a truck's surface from the most punishing load, while flexible enough to cushion the most fragile of cargo.

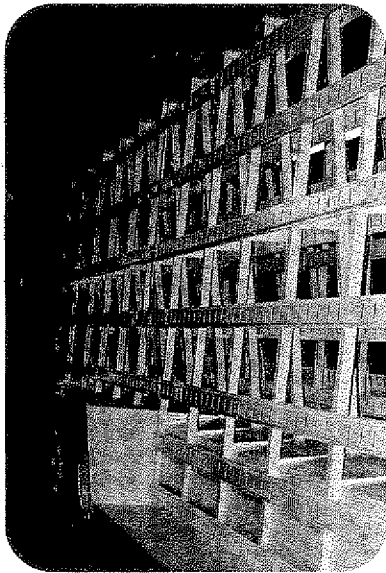


Tank Trailer Floor



Water Softening Delivery Truck Body

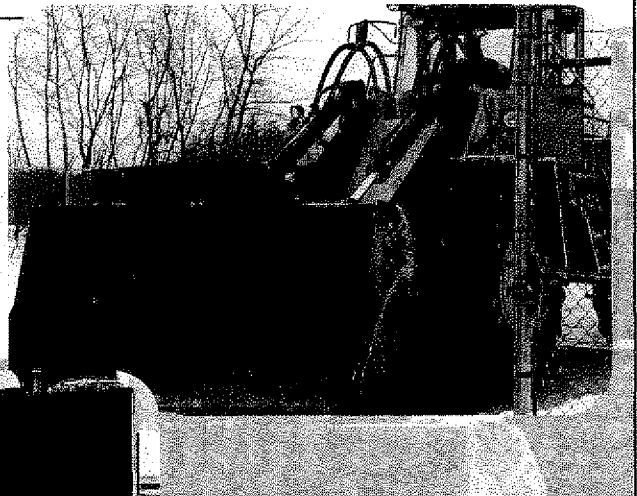




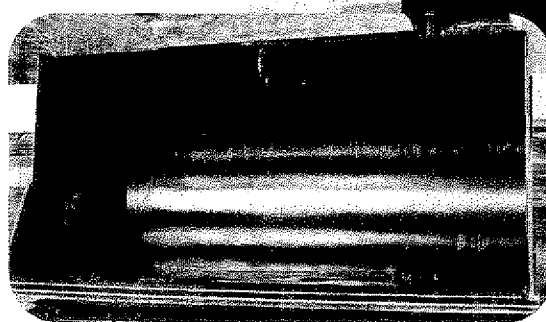
Entire Surface  
of Glass Truck

BEFORE

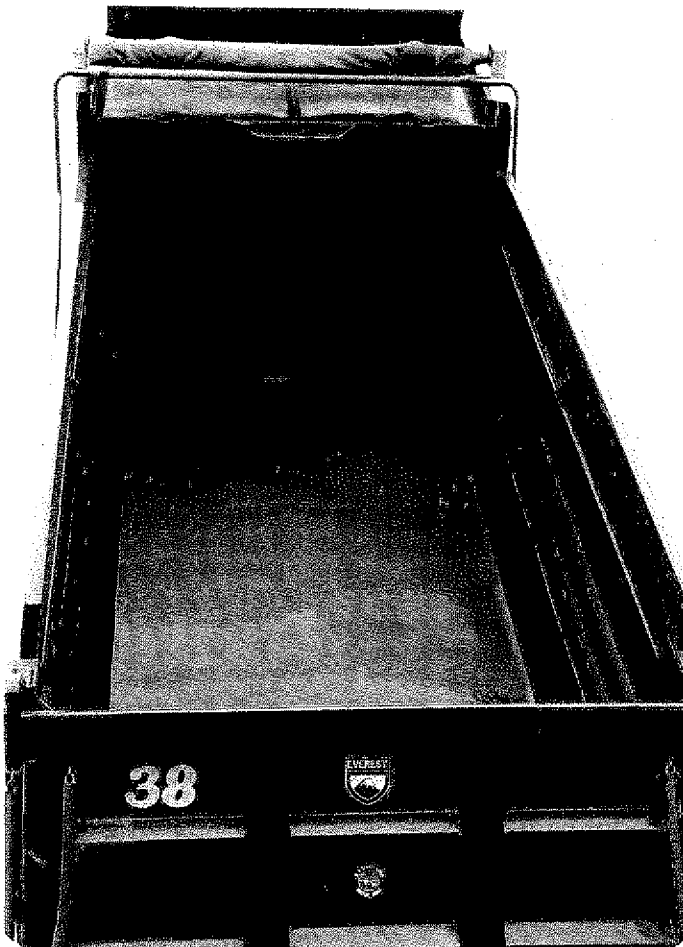
Rhino Linings was applied to this loader bucket to provide a protective chemical barrier against salt build-up. The lining keeps salt away from the metal surface and makes it much easier to clean.



Loader Bucket



AFTER



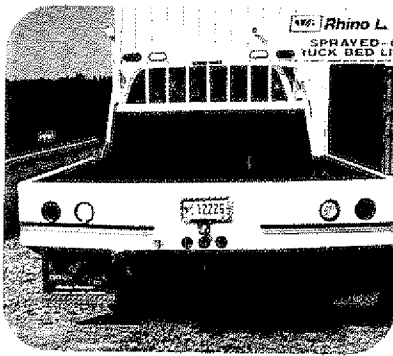
Specially-Formulated Lining on  
Floor and Walls of Dump Truck



Dump Truck  
Exterior



## C. Commercial Trucks



Flatbed Bed



Gas Transport Vehicle Bed

Rhino Linings provides a watertight, impact-resistant barrier of protection for heavily-used commercial vehicles. Plus, its textured, non-skid surface keeps cargo in place.

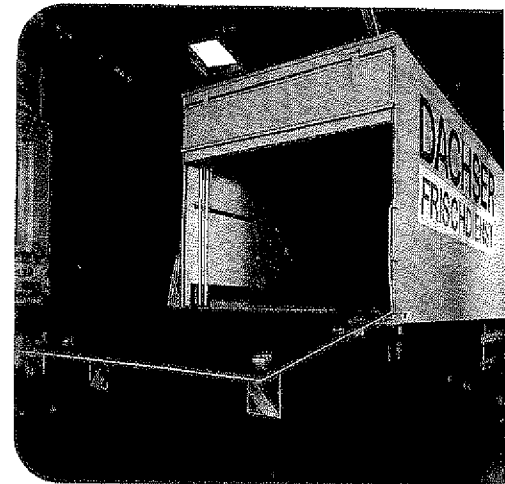
### BEFORE

Commercial Truck Cab



Rhino Linings was sprayed on this commercial truck cab to protect it from wear and tear. The watertight, abrasion-resistant lining withstands the toughest treatment.

### AFTER



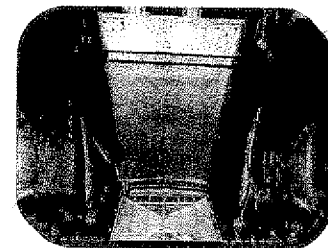
Floor and Ramp of Transport Van



### BEFORE

Food Delivery Truck Floor and Lower Walls

This delivery truck was heavily damaged by moisture and wear and tear. The floor and lower walls were completely resurfaced with Rhino Linings, significantly extending the life of the truck.

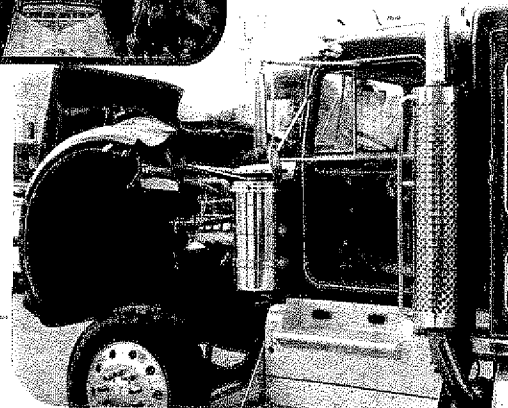


Underside of Engine Cover on Semi-Truck

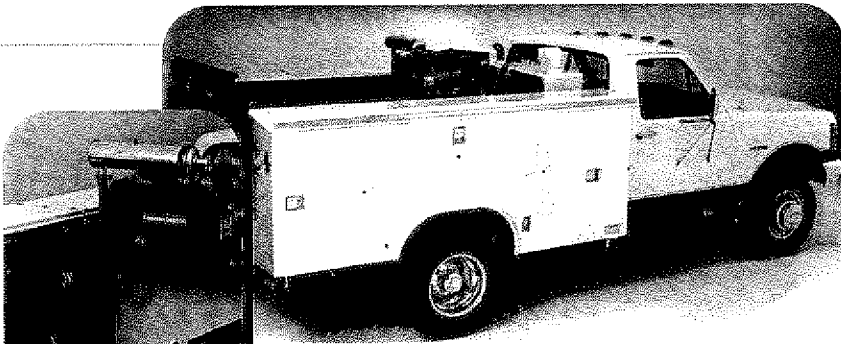


### AFTER

F 1 E 605

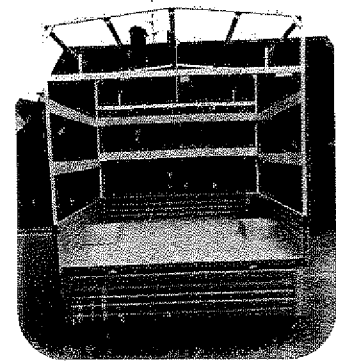


### 1. Service Bodies

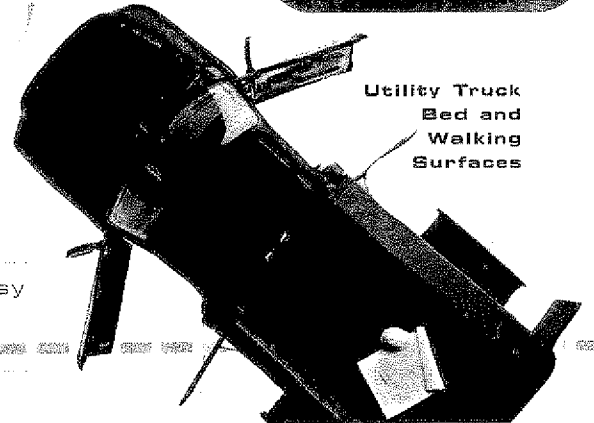


**Utility Truck Body Interior**

**Rhino Linings** protects service bodies from scrapes and scratches, spilled liquids and other industry hazards. The skid-resistant surface is easy to clean, making it the ideal protectant for the busy service professional.

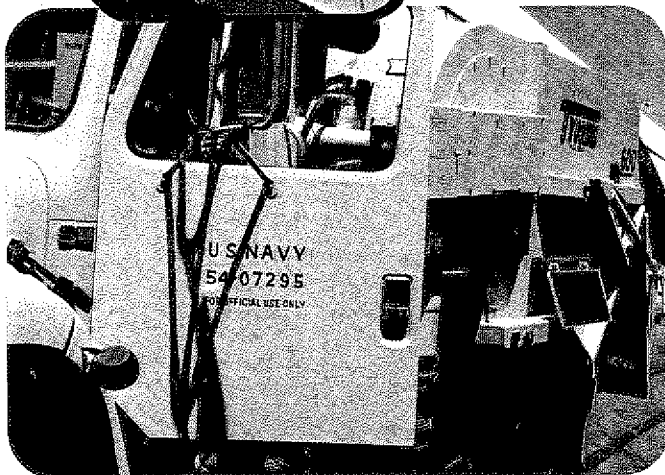
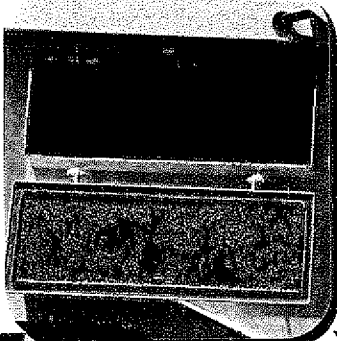


**Bed and Walls of Multi-Purpose Street Vehicle**



**Utility Truck Bed and Walking Surfaces**

### 2. Street Maintenance



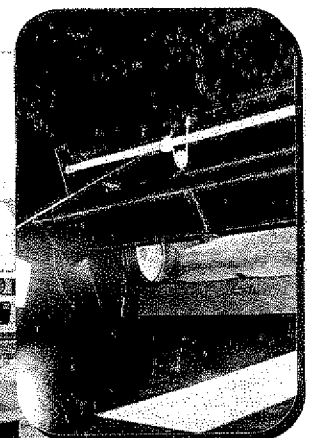
**Street Sweeper Interior Components**

**Rhino Linings** provides a heavy-duty wall of protection against street debris. Its thick, resilient surface combats wear and tear and prevents water or chemicals from corroding interior or exterior components of maintenance equipment.



**Snow Equipment**

**Street Sweeper Interior Components**



## D. Service Vehicles

## I. TRANSPORTATION APPLICATION

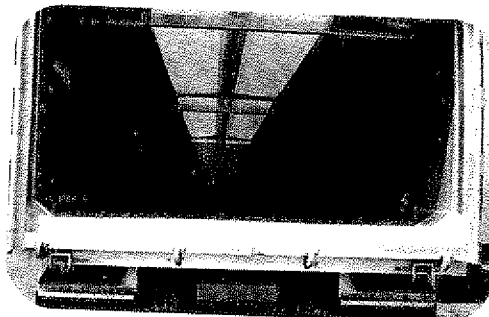
## 3. Agriculture/Landscaping



Utility Cart Interior

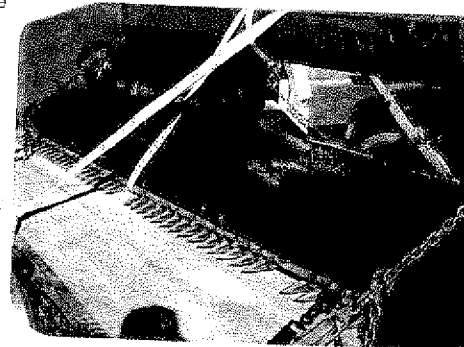


Flatbed Interior



Grain Hauler Floor and Walls

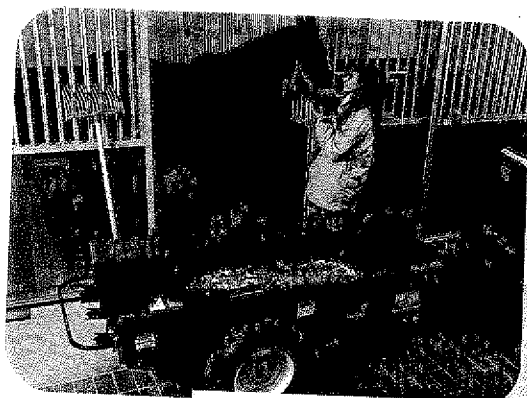
Rhino Linings resists the forces of nature. Its thick, tough surface combats abrasion from rock, dirt, wood and other elements. Rhino resists water and chemical damage, and its surface is safe for potable water and food contact.



Combine Cutter Head

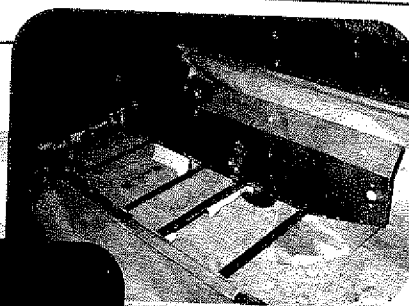


Utility Vehicle Bed



BEFORE

Manure Spreader Components



Rhino Linings was applied to protect this equipment with a watertight, chemical-resistant lining that prevents corrosion and is easy to clean.



AFTER

## I. TRANSPORTATION APPLICATIONS

### D. Service Vehicles

#### 4. Emergency Services

**Rhino Linings** enhances safety in emergency vehicles. Its flexible, skid-resistant texture promotes sure footing on emergency vehicle floors and isolates outside noise and vibrations. The resilient lining also protects interior and exterior surfaces from rust and abrasion, increasing the useful life of the vehicles.



Ambulance Floor

#### BEFORE

Fire Truck Water Tank Compartments



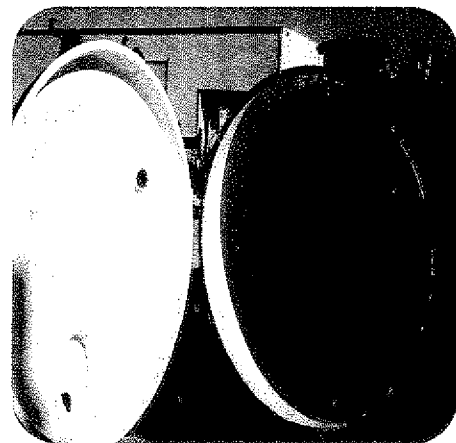
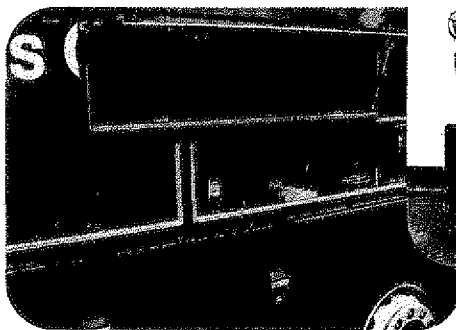
Storage Compartments

#### AFTER

Rhino Linings was applied to this fire truck's water tank compartments to stop the corrosion that was eating away at the walls. Rhino was also applied to the storage areas to prevent corrosion and abrasion and to keep contents in place.

#### 5. Waste Management

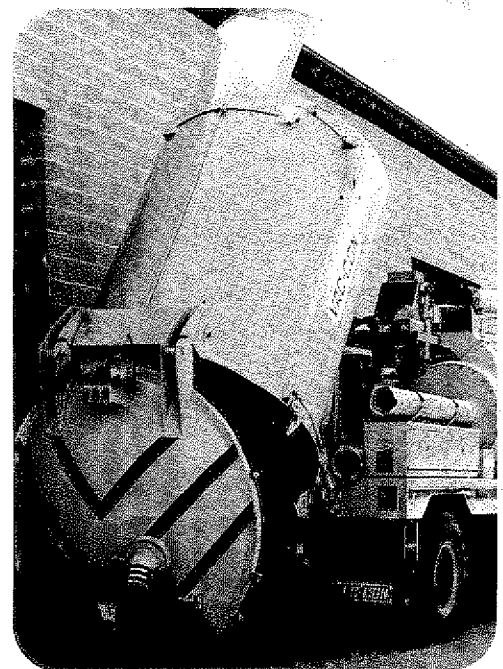
Pumper/Vacuum Compartments



**Rhino Linings** protects interior surfaces from the harsh impact of garbage and refuse collection. Rhino's watertight, chemical-resistant surface fights corrosion and wear under even the most extreme conditions.

Pumper/Vacuum Tank Interior

Pumper/Vacuum Tank Interior



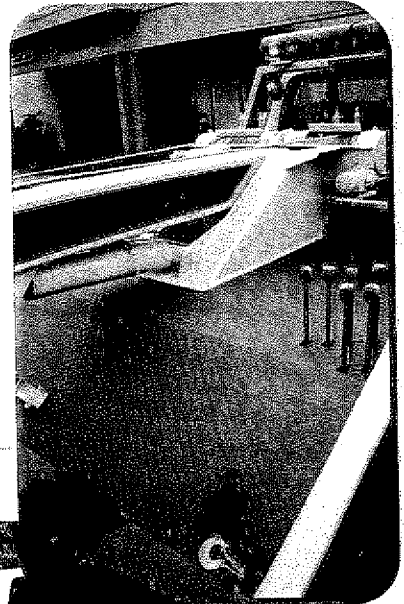
## D. Service Vehicles

### 6. Towin

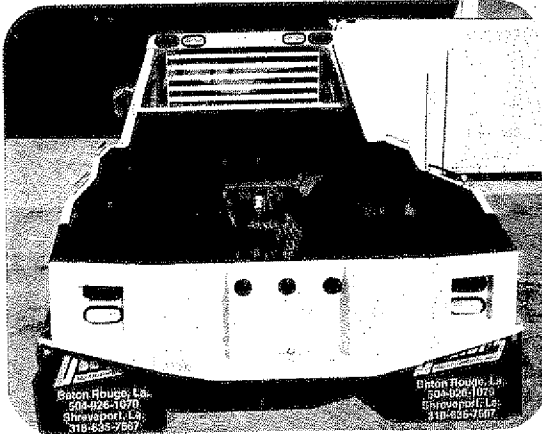


Tow Truck Bed

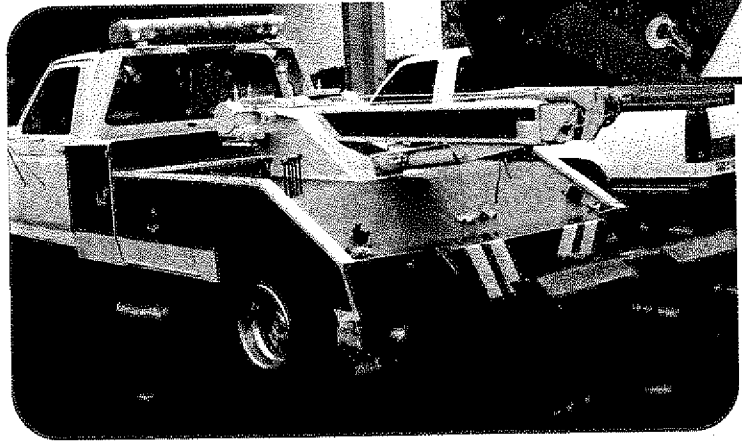
Rhino Linings protects tow vehicles carrying virtually any type of load. It provides a thick, tough barrier against dents and abrasion and locks out moisture damage with a permanent, watertight seal.



Tow Truck Bed



Tow Truck Bed

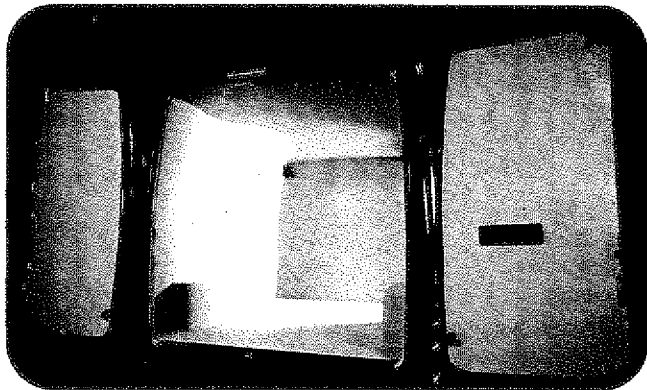


## E. Vans



Carpet Cleaner  
Van Interior





Inside of Refrigerated Delivery Van



Inside of Refrigerated  
Butcher Shop Van

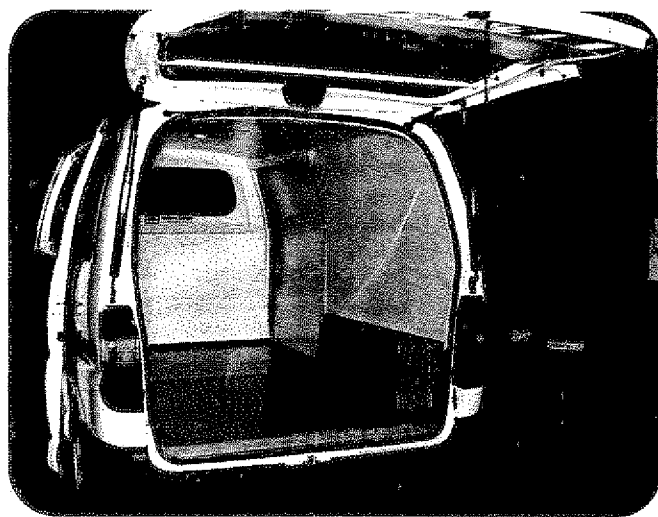
Rhino Linings provides vans with a smoother and safer ride. The thick, flexible lining insulates the vehicle from

outside noise and vibration, and the non-skid surface

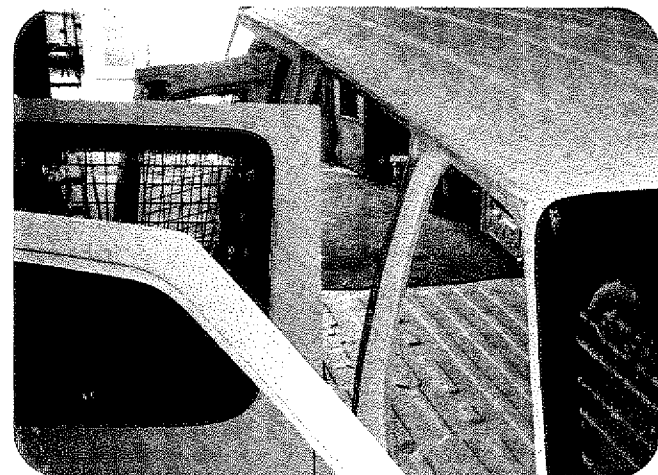
keeps cargo in place. Rhino's surface is safe for

potable water and food contact, making it the ideal

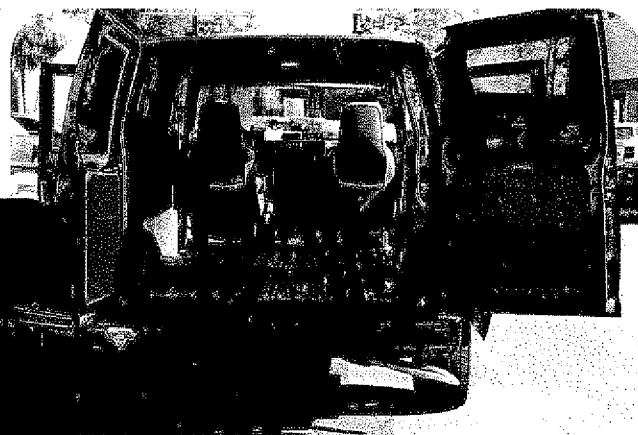
lining for food delivery vans.



Bakery Delivery Van Floor



Passenger Van Floor and Roof



Passenger Van  
Floor, Walls  
and Doors

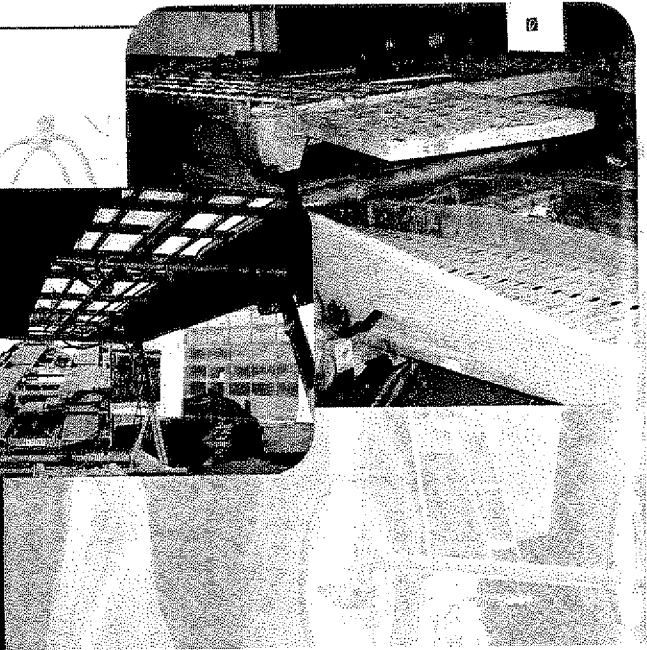
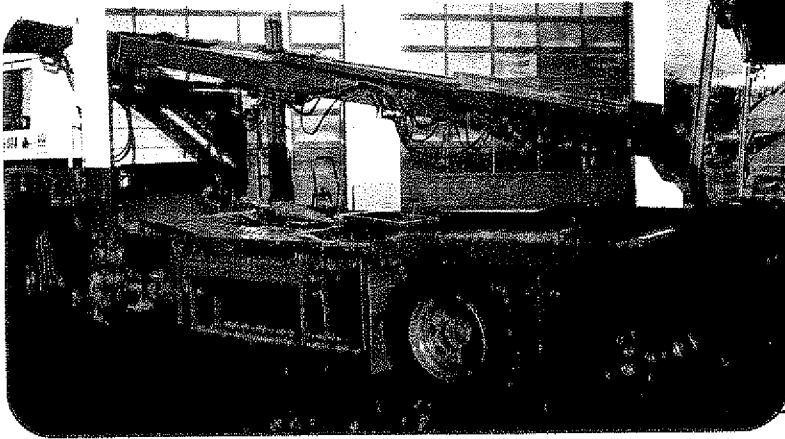


## F. Trailers

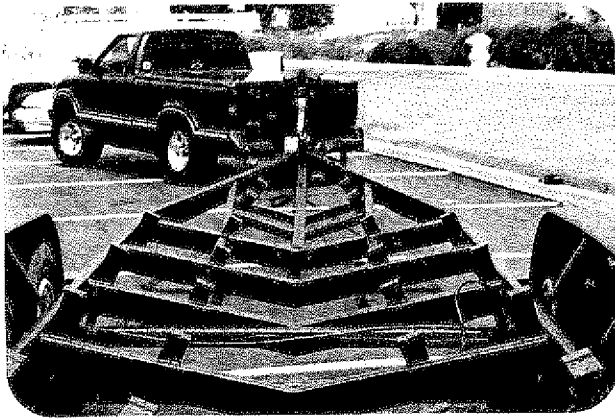
## BEFORE

This heavily-used car hauler was severely worn, and rust was accumulating in the damaged areas. Rhino Linings brought the hauler back to life with a tough layer of watertight, wear-resistant protection.

Car Hauler



AFTER

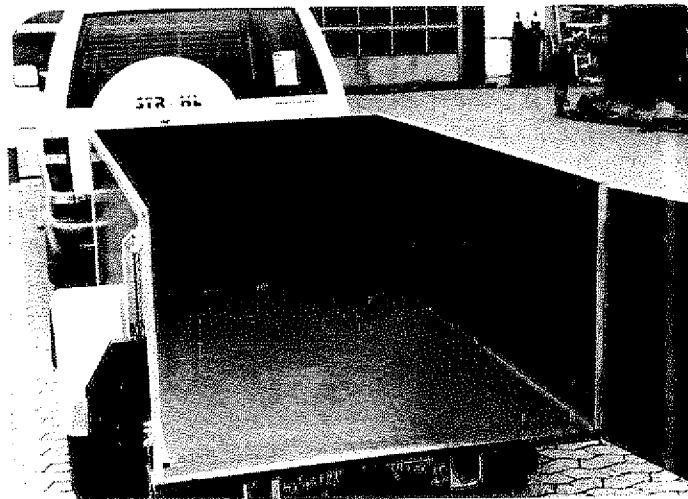


Entire Surface of Jet Boat Trailer

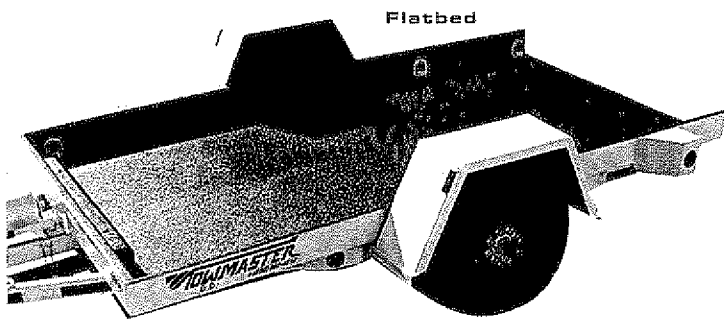
Rhino Linings protects trailers of all shapes and sizes, hauling virtually any type of load. Its thick, tough surface resists dents, corrosion and chemical damage, and it is extremely easy to clean. Rhino's skid-resistant texture provides sure footing for animals and people, keeps cargo in place and reduces noise.



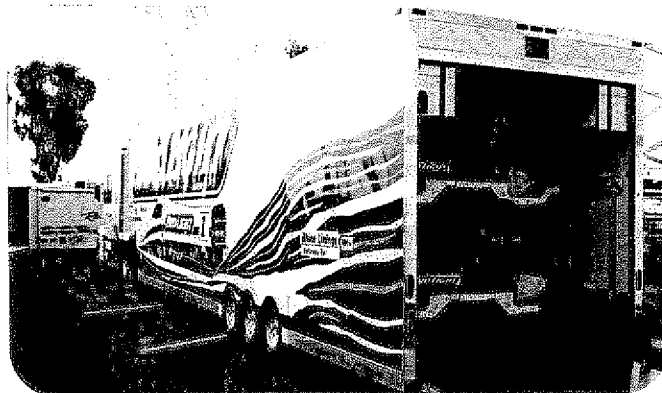
Beverage Trailer Lift Gate



Cargo Trailer Interior

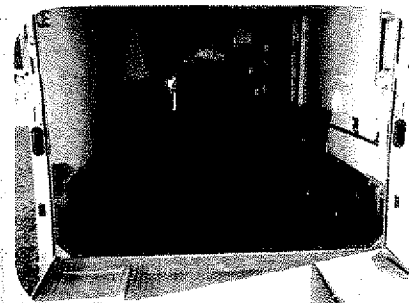
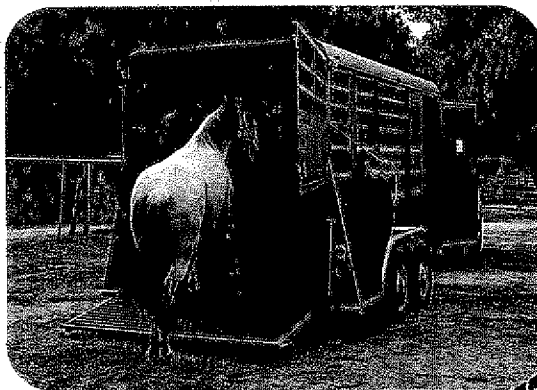


Flatbed



Racing Boat Trailer Floor

Floor and Walls of Horse Trailer



Hi-Cube Trailer Floor



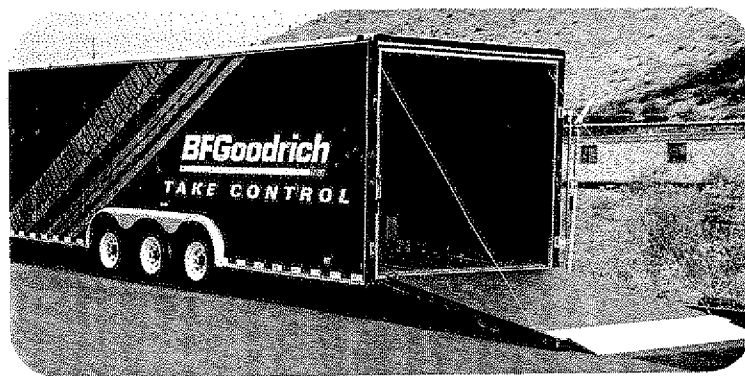
Fender and Leading Edge of Horse Trailer



Horse Trailer Fender

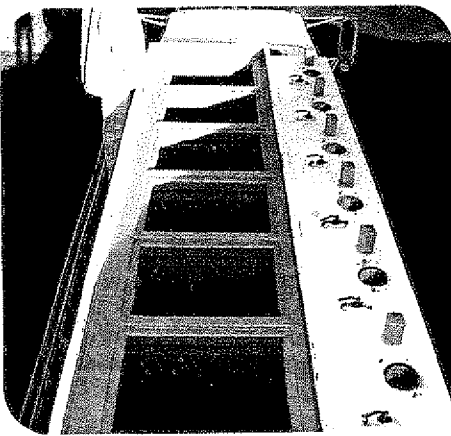


Floor and Walls of Livestock Trailer

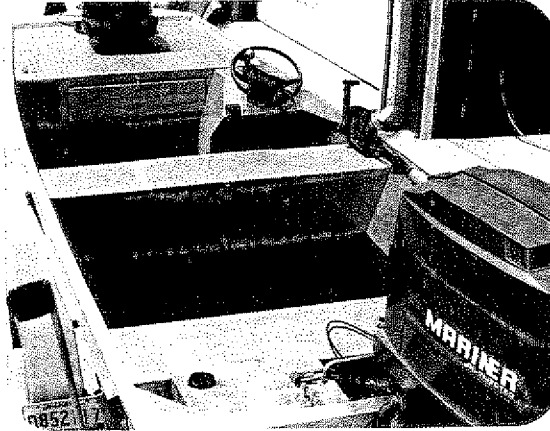


Floor, Walls and Ramp of Racing Vehicle Trailer

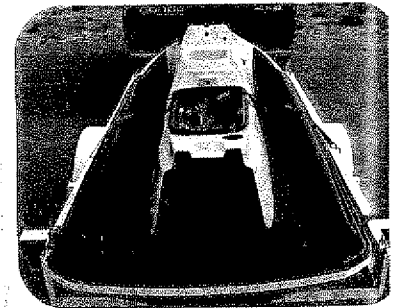
# G. Marine



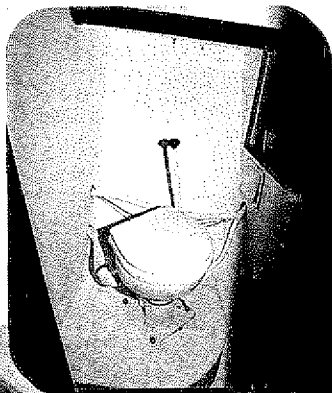
Fish Stocking Truck Holding Tanks



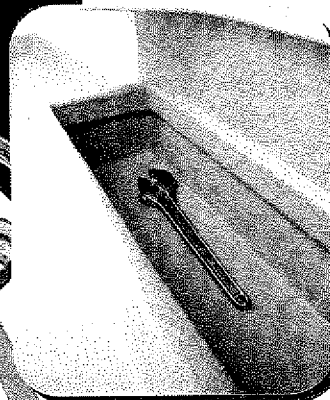
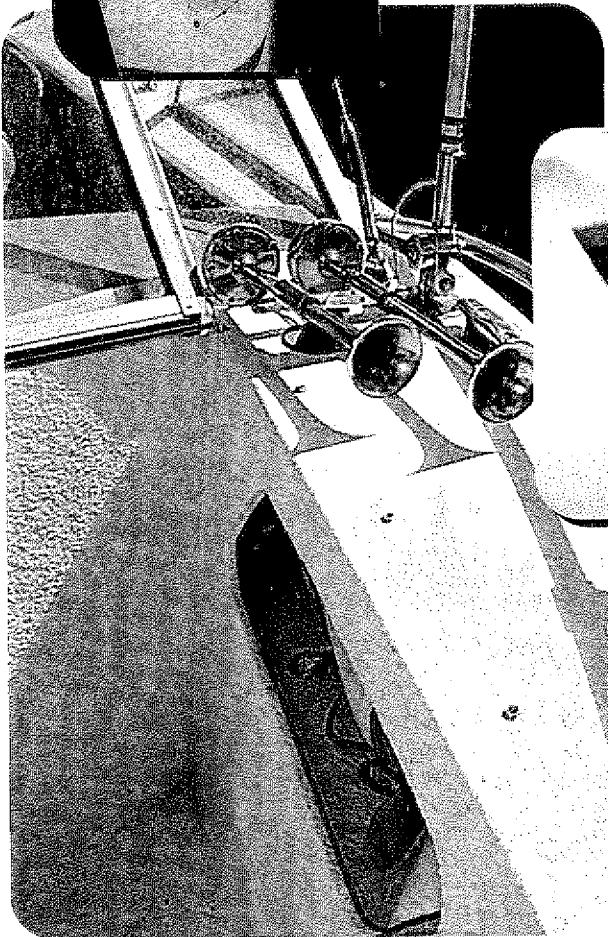
Boat Floor



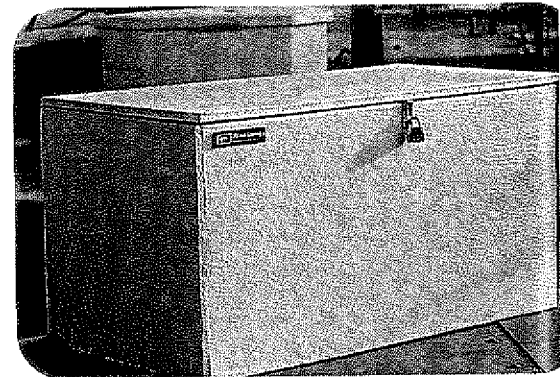
Jet Ski Interior



Surfaces Above and Below Deck



Storage Areas



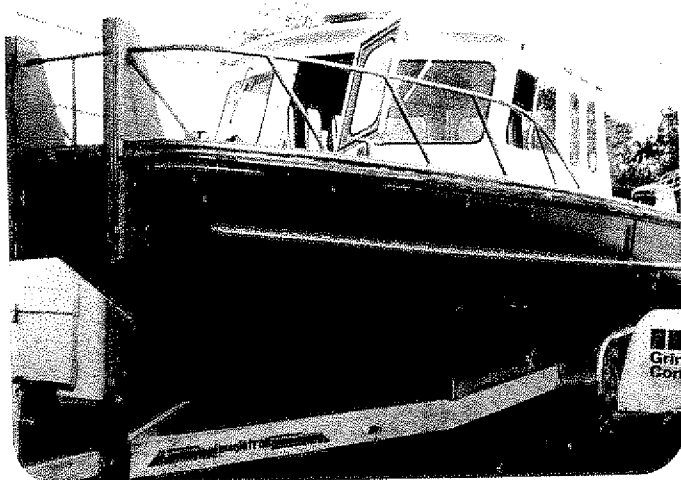
Dock Box Exterior



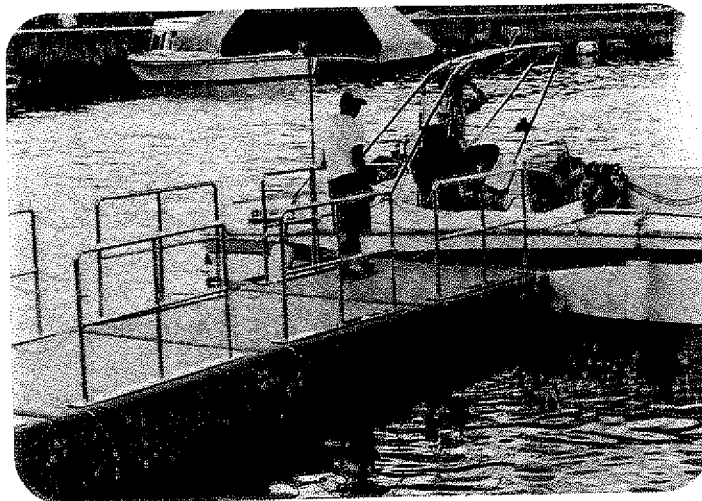
River Raft Storage Boxes

Rhino Linings' watertight surface shields vessels from water damage and abrasion, while the slip-resistant texture promotes passenger safety.\* At the dock, Rhino is the ideal protectant for surfaces vulnerable to the corrosive marine environment.

\*Caution: Wet and oily surfaces are always somewhat hazardous regardless of the type of surface treatment.



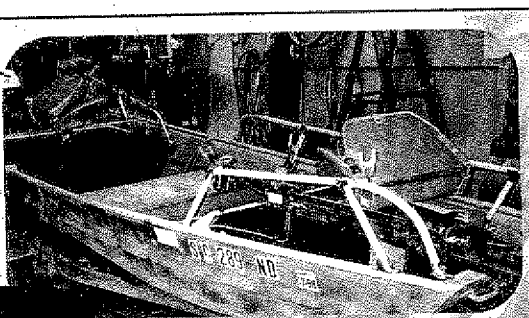
Boat Exterior



Boat Dock

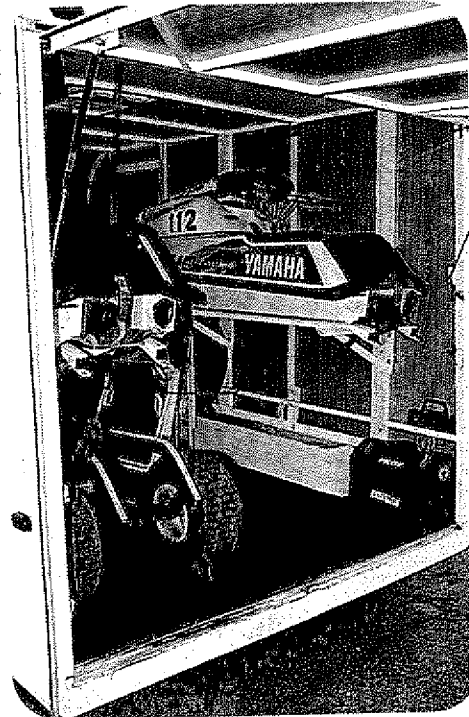
BEFORE

Fishing Boat



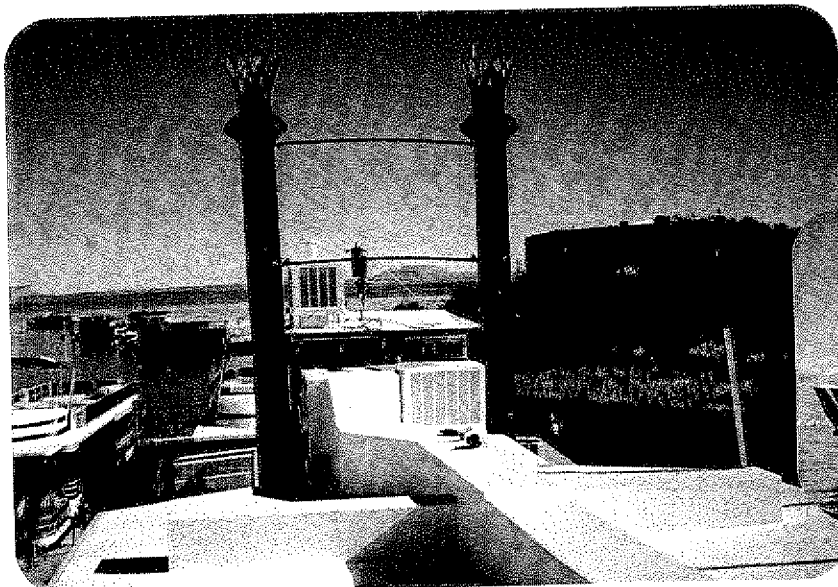
Rhino Linings was used to restore the interior of this weathered, oxidized fishing boat. With a tough new water-tight surface, Rhino Linings has added years to the life of the vessel.

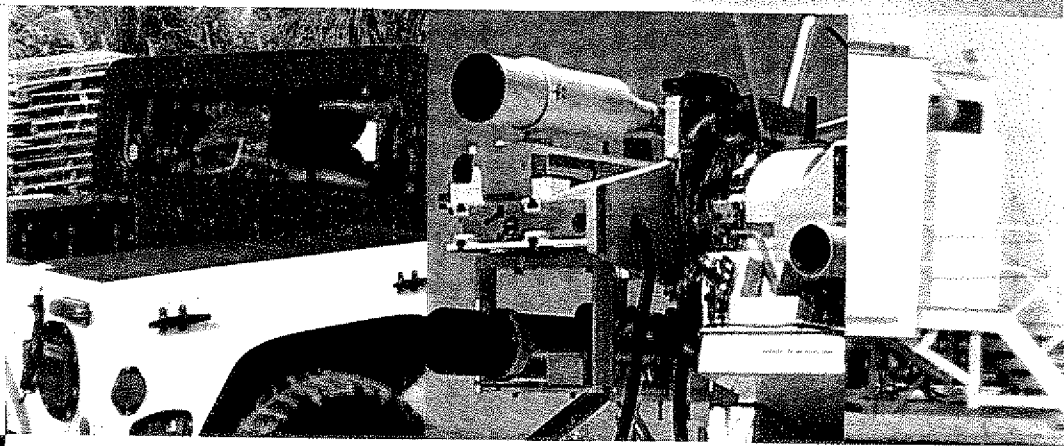
AFTER



Dock Box Floor

Ferry Boat Deck



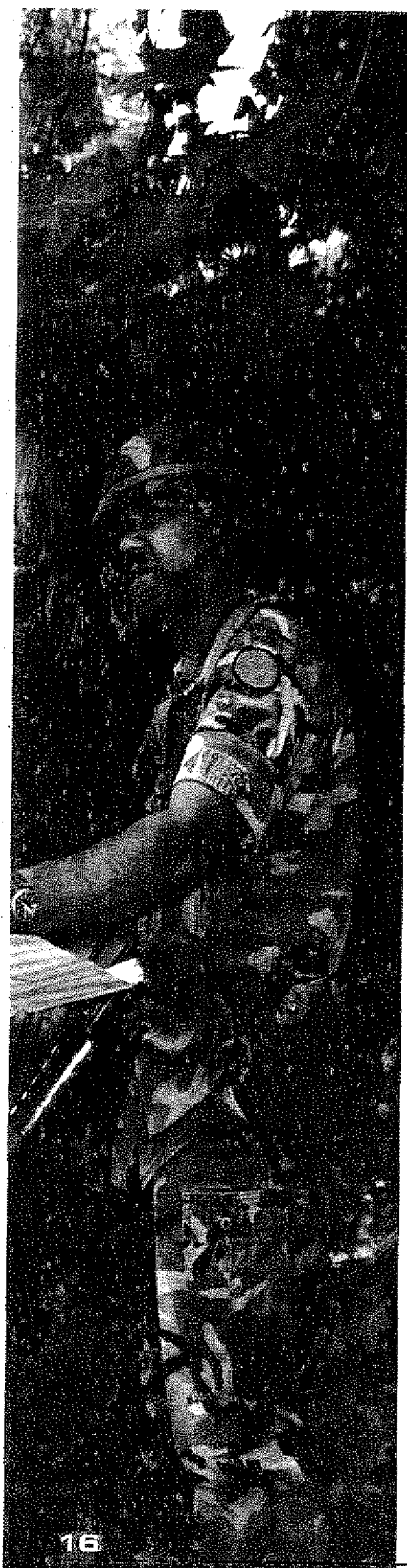


## MILITARY APPLICATION

Around the world, Rhino Linings sprayed-on polyurethane has become a valuable weapon in safeguarding the military. Rhino Linings is used to protect vehicles, buildings and an unlimited range of equipment from damage by abrasion, heavy impact, wear and tear, corrosion and harsh environmental conditions.

Rhino Linings has several flagship formulations and can customize formulations to meet virtually any type of military specification. Rhino's textured surface provides non-skid protection and insulation from vibration and sound. Linings can be sprayed from a minimum of 1/16 inch to unlimited thicknesses because all of our formulations are 100% solids, containing no VOCs.

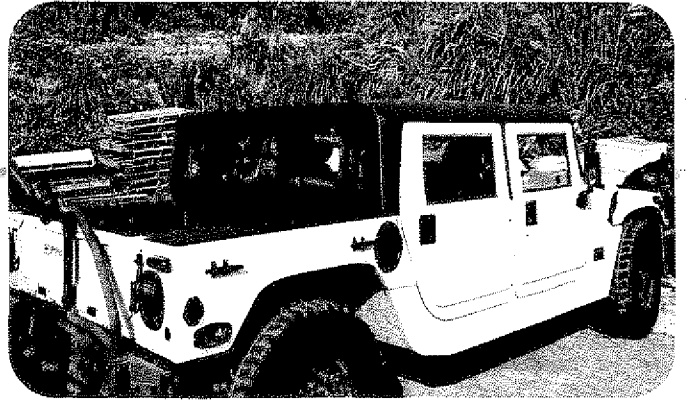
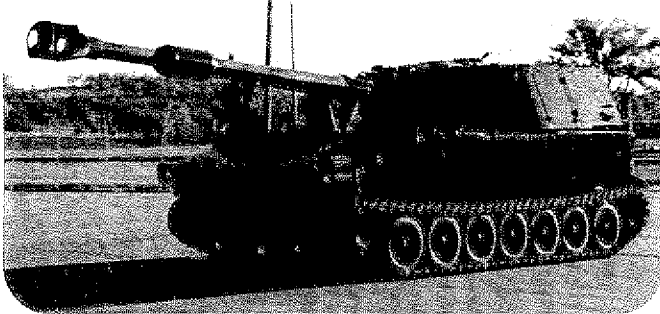
Rhino Linings can be sprayed on steel, aluminum, fiberglass, wood, rubber, concrete and most other substrates. From non-skid protection on equipment, vehicles and ships...to secondary containment...to the walls of detonation chambers, Rhino Linings provides a tough, airtight barrier of unbeatable protection.



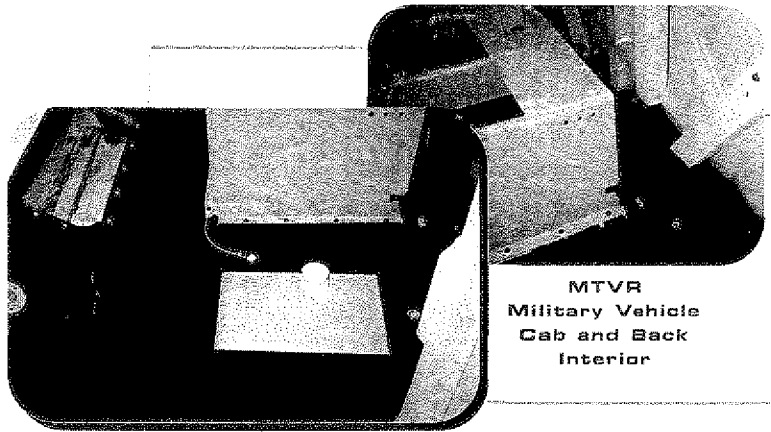
## II. MILITARY APPLICATIONS

**Rhino Linings** provides military vehicles with a defensive shield against the most treacherous conditions. Rhino protects interior and exterior surfaces from corrosion, impact and abrasion, and its non-skid texture protects sensitive cargo from shifting during transit.

Howitzer Interior



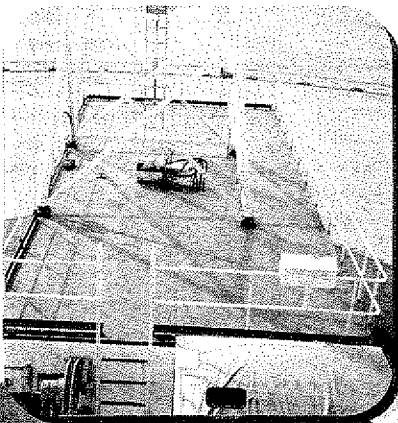
HMMWV Exterior



MTVR  
Military Vehicle  
Cab and Back  
Interior

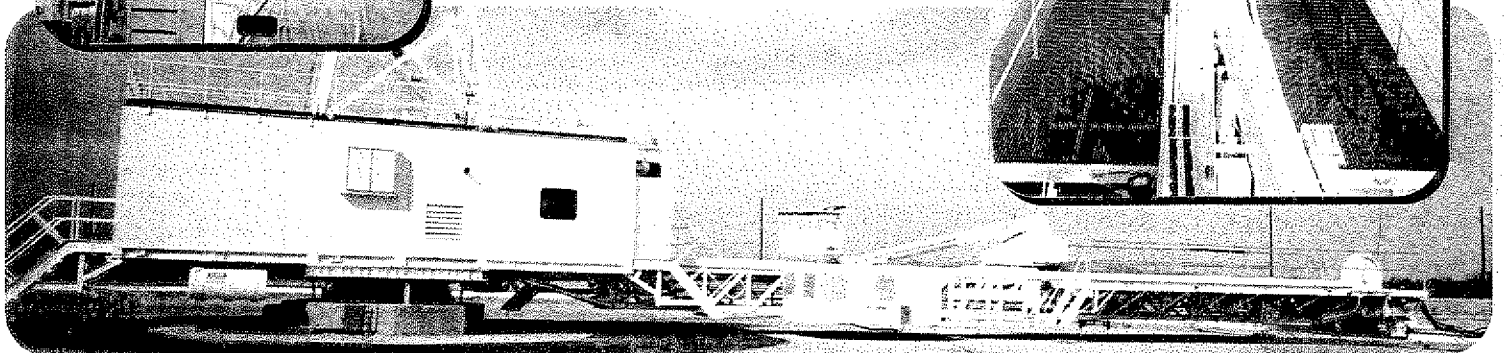
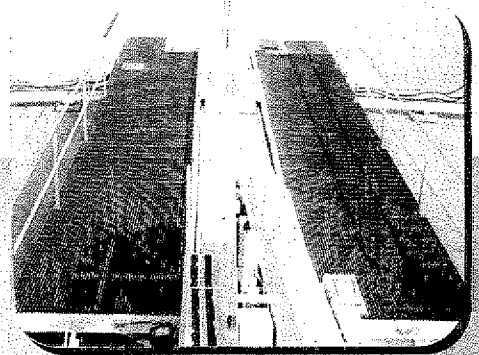
## B. Facilities

Roof



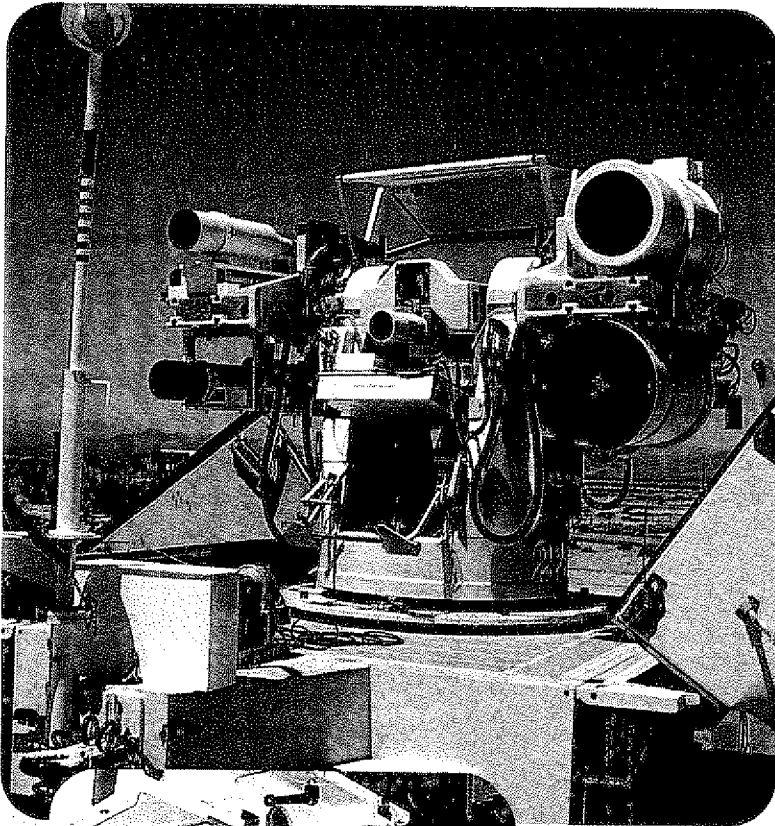
**Rhino Linings** protects military installations from natural and man-made forces. Rhino seals out damage from the most severe weather conditions. The thick, tough lining resists wear and tear, and the non-skid texture provides sure footing for military personnel.

Fiberglass Walkway

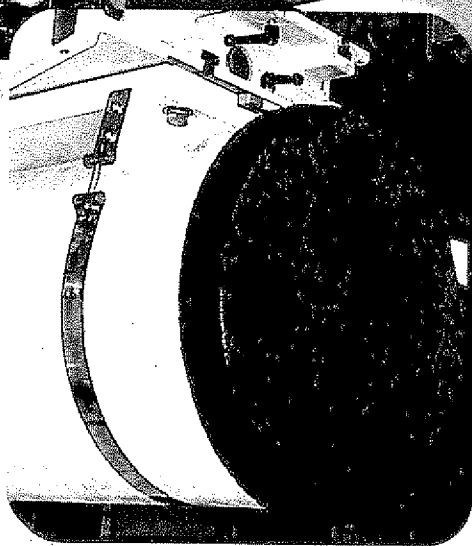


Aerostat Site Roof and Walkways

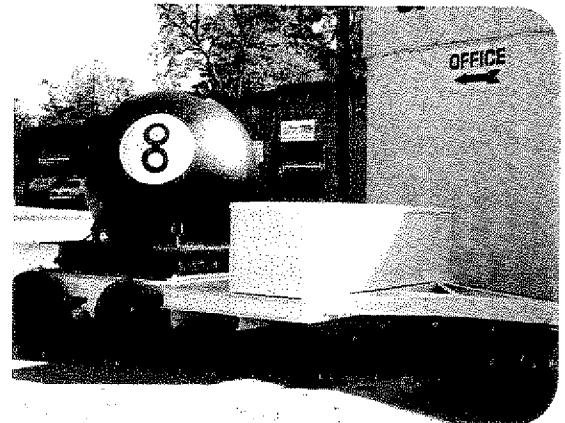
C. Equipment



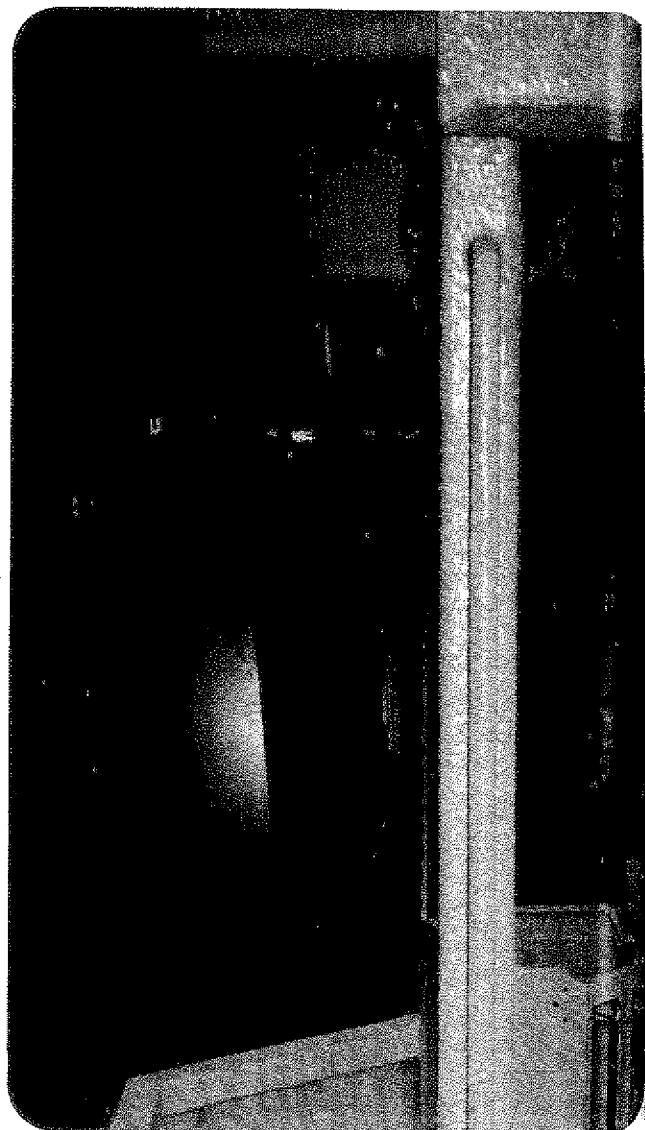
Tracking  
Camera Lens  
Cover



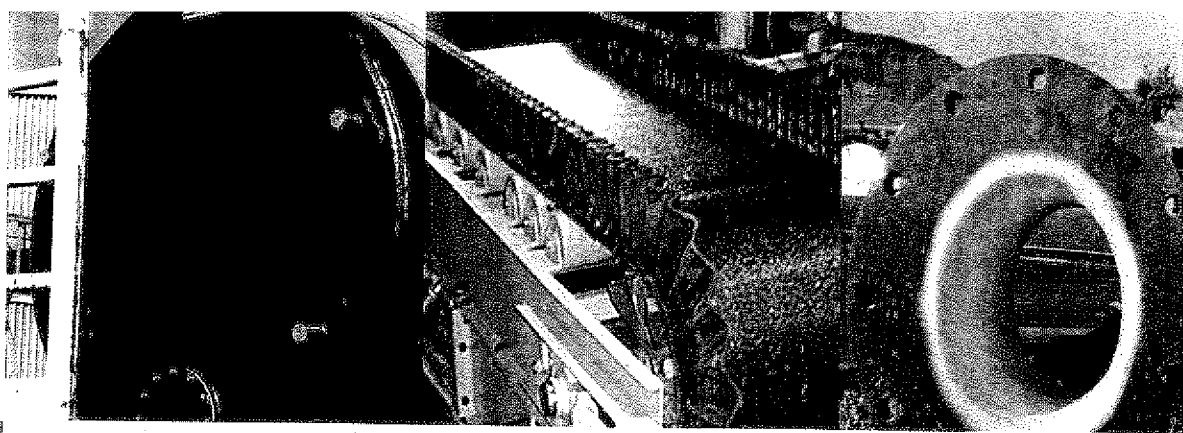
**Rhino Linings** extends the life of expensive military equipment. Sprayed to any desired thickness, Rhino protects surfaces from dents, scratches and corrosion, and it provides an effective barrier against vibration and sound.



Exterior of Explosive  
Detonation Chamber  
and Trailer



Entire Surface of Crane Cab



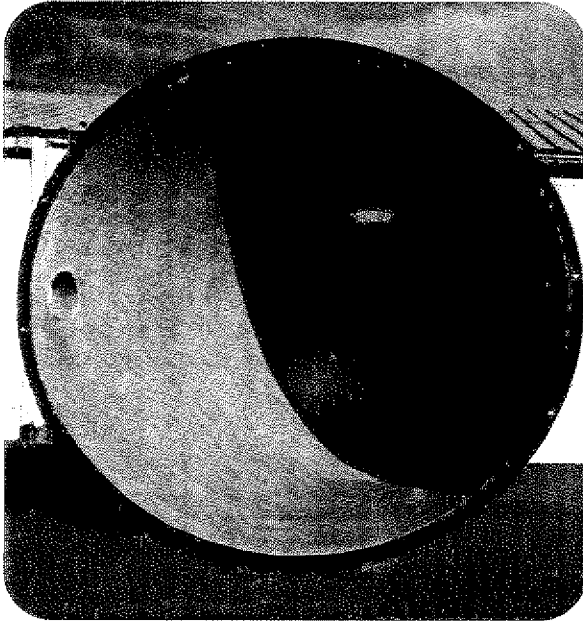
## INDUSTRIAL APPLICATIONS

Companies in many industries have saved millions of dollars in maintenance and repairs by extending the life of their equipment and facilities with Rhino Linings. Even in the most punishing working conditions, Rhino Linings protects structures from premature deterioration, and machinery from unnecessary wear and breakdowns.

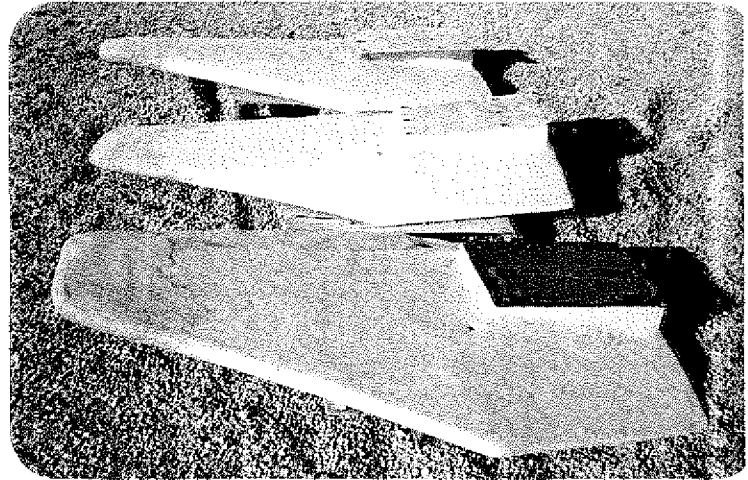
Whether you're lining slurry tanks, pipelines, material chutes, warehouse floors, food storage facilities or secondary containment structures, Rhino Linings offers a level of protection unlike any alternative coating.

All Rhino Linings formulations are 100% solids and environmentally friendly, containing no VOCs or CFCs. Our proprietary spray systems can be made mobile for off-site jobs. The application is safe and quick, and Rhino Linings can be sprayed to any thickness. With tack-free cure times of less than a minute, downtime of your operations is reduced to a minimum.

## A. Mining & Material Processing



Slurry Tank Interior



Slurry Tank Mixing Paddles With Epoxy Ceramic Leading Edge



Slurry Reservoir Interior

Rhino Linings stands up to the rigid demands of mining and material processing. With unlimited film thickness,

Rhino provides a long-lasting layer of protection from the punishing forces

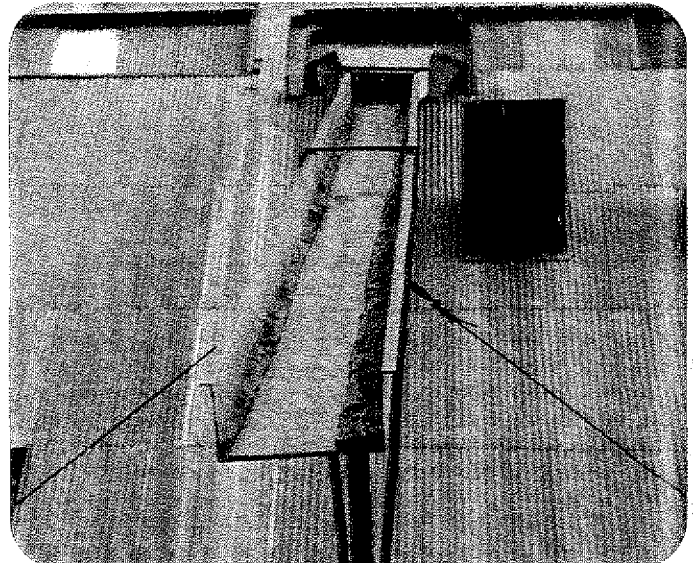
of rock, gravel, sand and other abrasive elements. Plus, its airtight,

watertight surface stops corrosion

in its tracks.



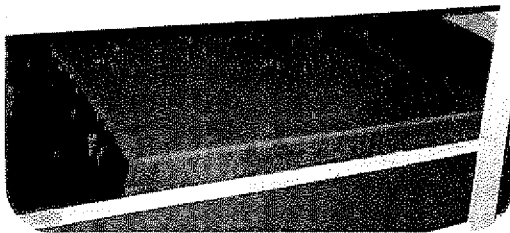
Material Chute Interior



Mine Chute

### III. INDUSTRIAL APPLICATIONS

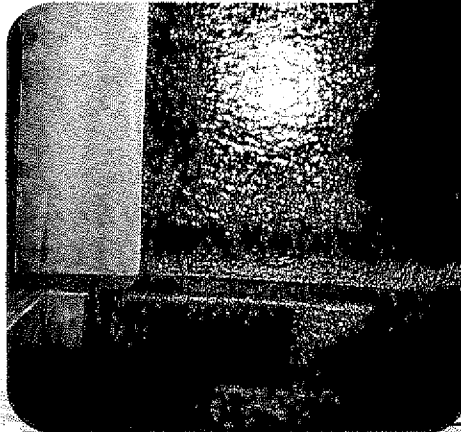
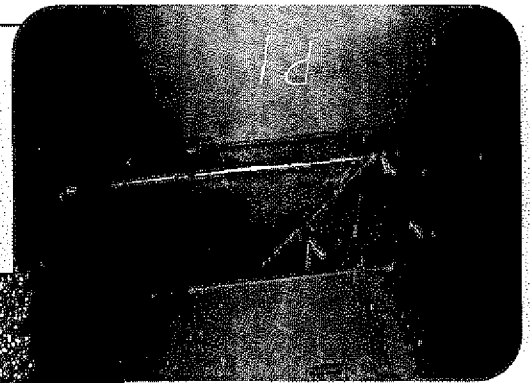
#### A. Mining & Material Processing



Interior and Exterior of  
Settling Tank

##### BEFORE

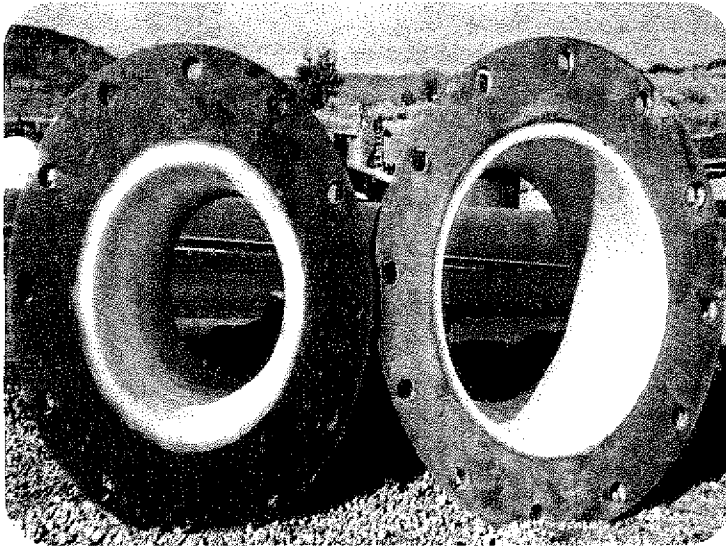
Rhino Linings was used to rejuvenate this heavily-worn and rusted material chute. A thick layer of Rhino Linings has given the chute new life and saved an enormous amount of repair and replacement costs.



Material  
Chute

##### AFTER

#### B. Material Transport

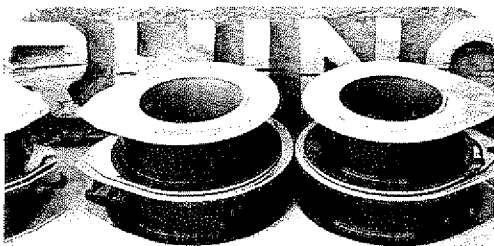


Pipeline Interior

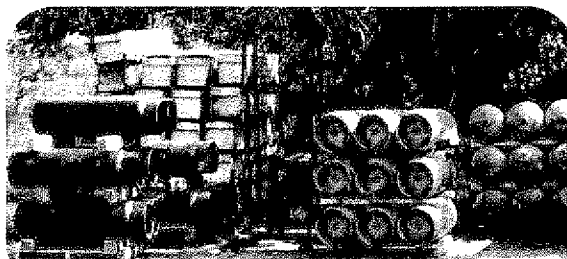


Exterior of  
Fiberglass Pipes

Rhino Linings protects transport devices from being damaged by the material they carry or the environment surrounding them. Rhino's thick, tough linings effectively shield interior and exterior surfaces from abrasion, corrosion and chemical damage.

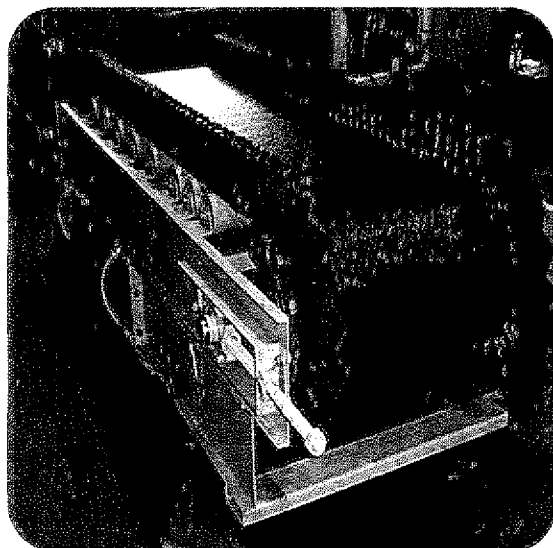


Pipeline Spools



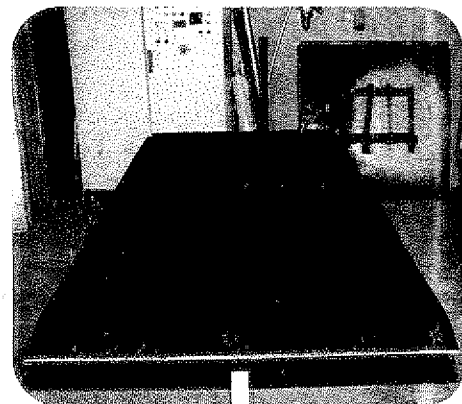
Exterior of Gas Cylinders

## C. Material Handling

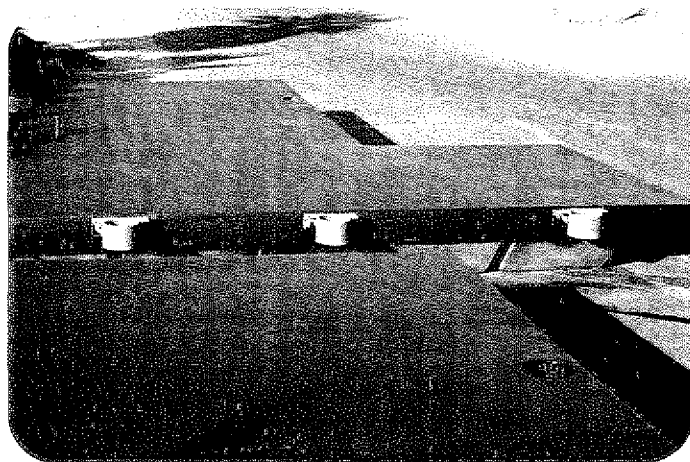


Conveyor Belt

Rhino Linings' non-skid surface helps keep materials and personnel from slipping or falling. Its impact and abrasion resistance also prevents material handling equipment from being damaged by the force of a heavy load.



Ramp



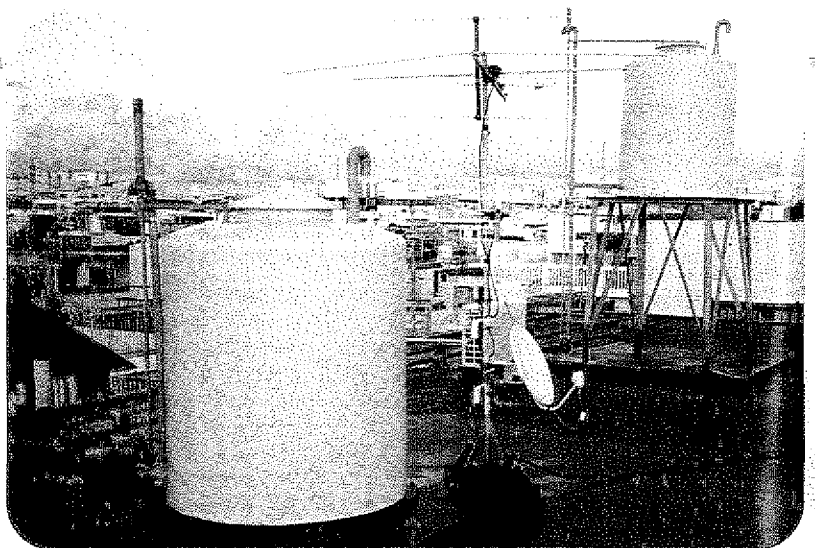
Floatation Docks



Forklift Fork Covers

## D. Facilities

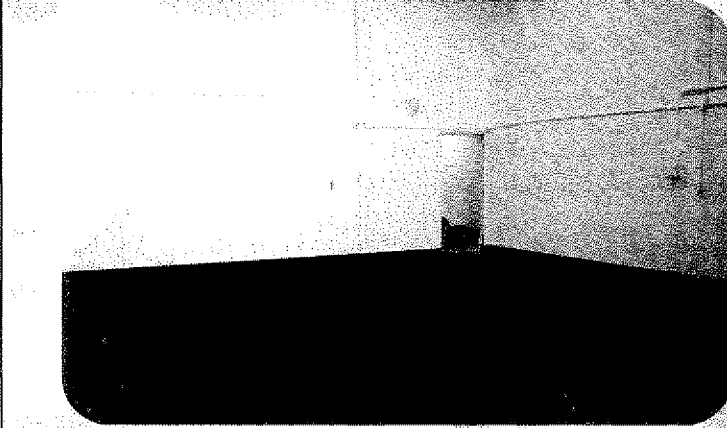
Rhino Linings' tough, watertight surface works as a rigorous weatherproofing shield on the outside of industrial facilities, and a wear-resistant, easy-to-clean sealant on the inside. Rhino blocks out damage from water and chemicals, and its non-skid surface promotes safety.



Roof and Water Tank Exterior

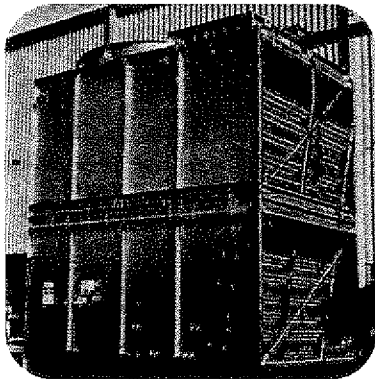
### BEFORE

Food Processing Facility  
Floor and Walls



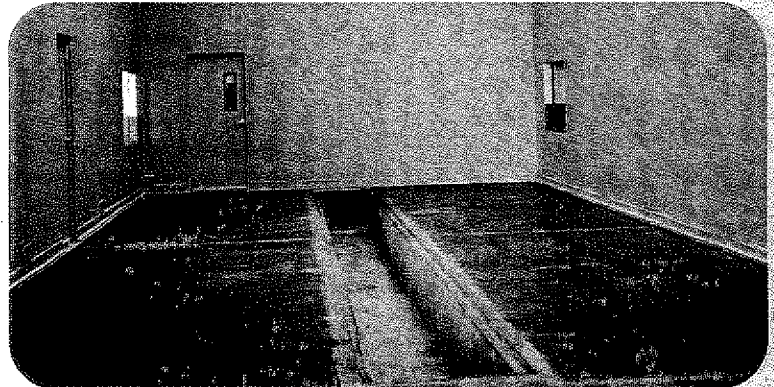
### AFTER

Rhino Linings was applied to the walls and the floor of this food processing facility to make the surface easier to clean. Processing residue now glides off with just water, and as an added benefit, the non-skid surface has made the facility safer for employees.



Cooling Tower  
Interior

Walls of  
Sandblasting  
Facility

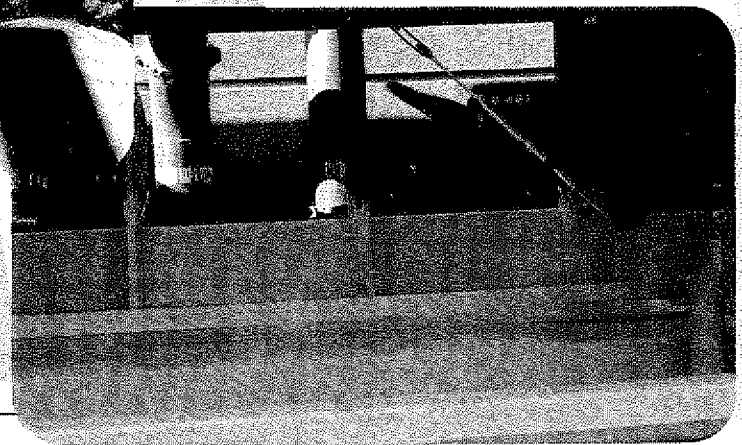


### BEFORE



Cooling Tower  
Interior

This cooling tower was being eaten away by corrosion. Rhino Linings was applied to rejuvenate the surface and protect it from future damage with a thick, corrosion-resistant seal.

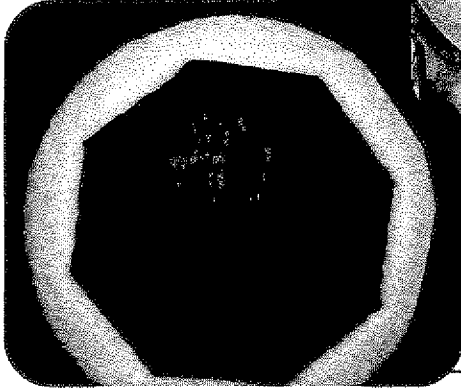


### AFTER

# E. Equipment

## BEFORE

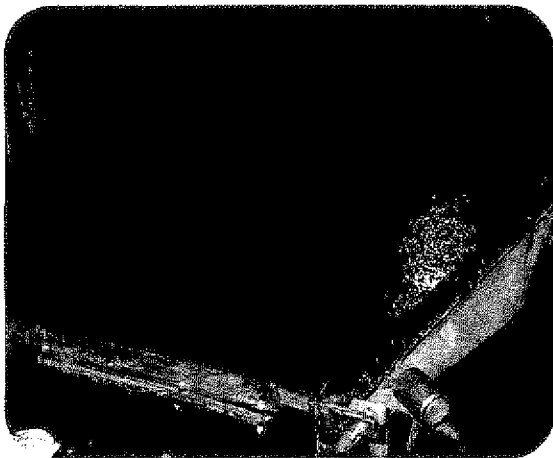
Mechanical  
Galvanizing  
Tumbler Interior



This galvanizing tumbler was sprayed with Rhino Linings to keep nails and screws from damaging the surface during the galvanizing process. Unlike previous coatings that had failed, Rhino has kept the tumbler surface protected.

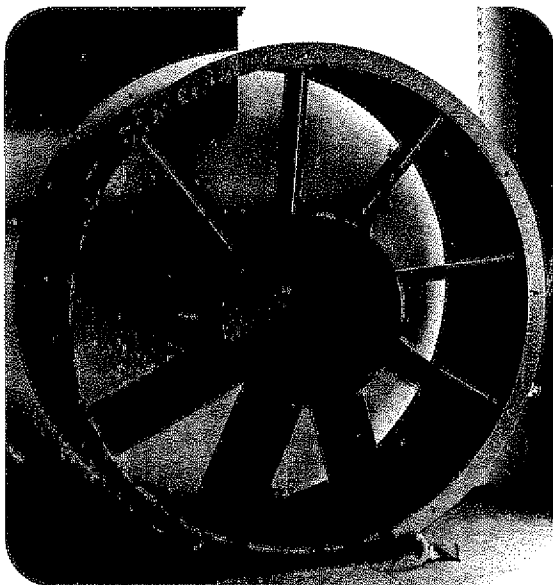
## AFTER

Rhino Linings reduces downtime for repair and replacement of costly industrial equipment. By protecting components from rust and wear and tear, Rhino Linings helps equipment last longer in even the most aggressive work environments.



Vibrating Chute Interior

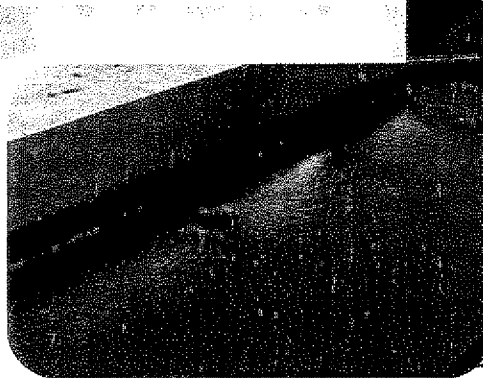
Vibratory,  
De-Burring/Polishing  
Component Interior



Exhaust Fan Surface

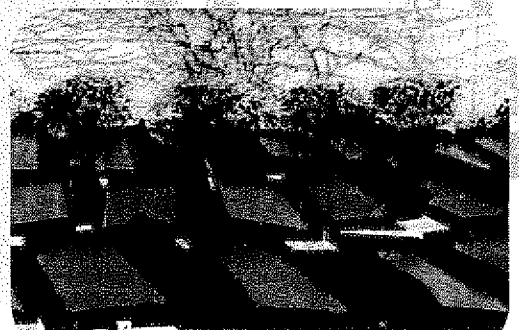
## BEFORE

Refrigerator Drip Pans



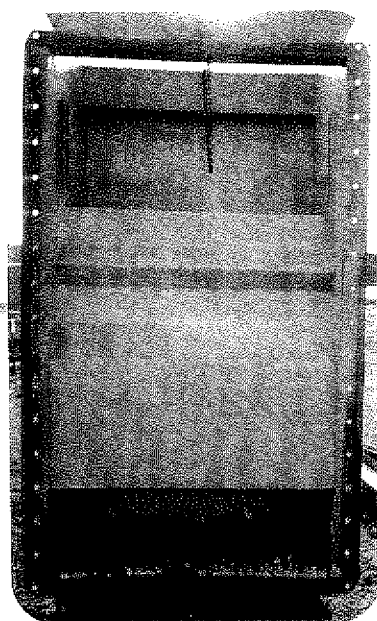
## AFTER

These refrigerator drip pans were sprayed with Rhino Linings to reduce the frequency and cost of replacement. The airtight, watertight linings keep the surface corrosion free and in proper working order.

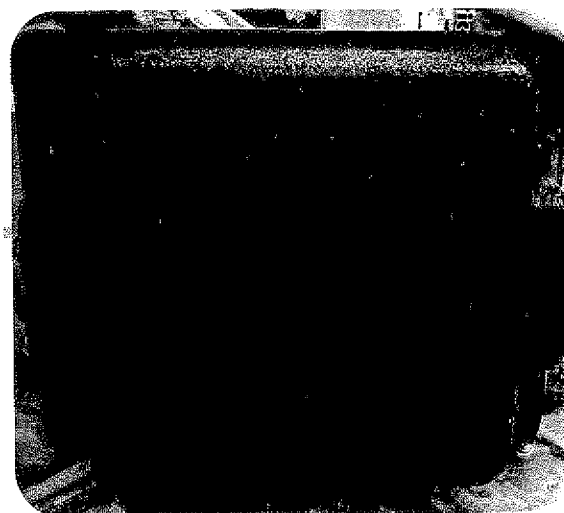




Exterior of  
Electric Control Boxes



Liquid Processing  
Chamber Interior



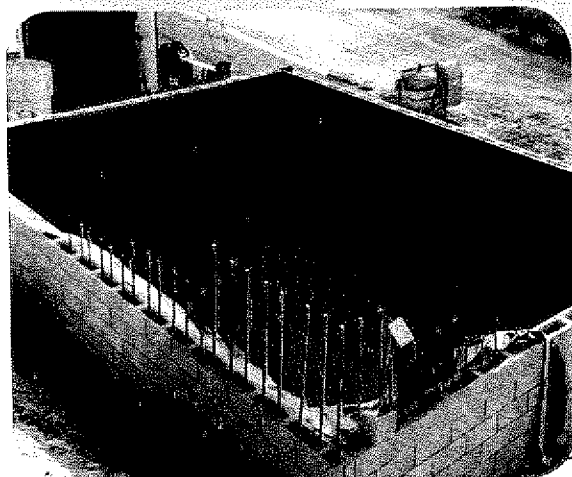
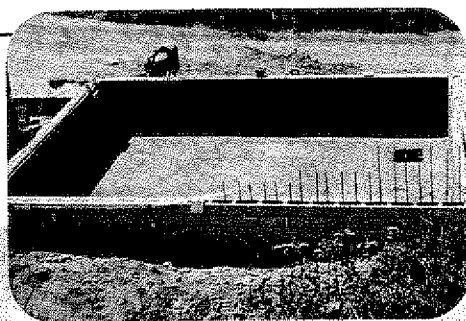
Mason Tile Mite

## F. Secondary Containment

### BEFORE

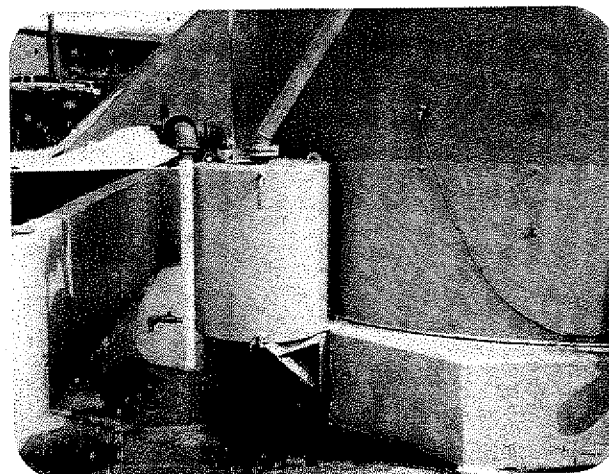
Cinder Block  
Secondary Containment  
Interior

This secondary containment structure for leachate was sprayed with Rhino Linings to protect against tank failure. If the tank begins to leak, the thick barrier of Rhino Linings will keep leachate from escaping.



### AFTER

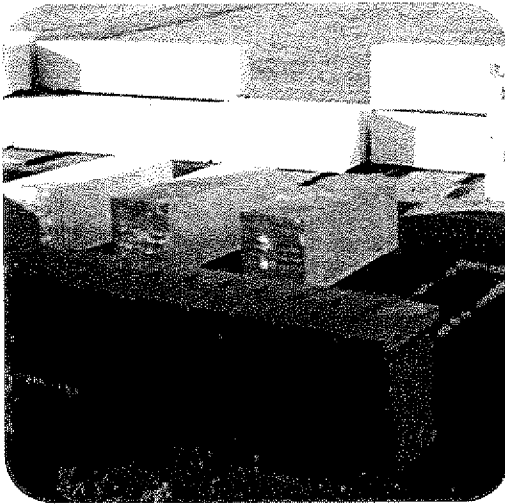
Rhino Linings increases the effectiveness of secondary containment structures by forming a monolithic barrier with a tenacious seal that resists damage from chemicals and corrosion. Sprayed to any thickness, Rhino keeps hazardous tank leakage from penetrating into the environment.



Poured Concrete  
Secondary Containment Interior

G. Storage

1. Aboveground Storage



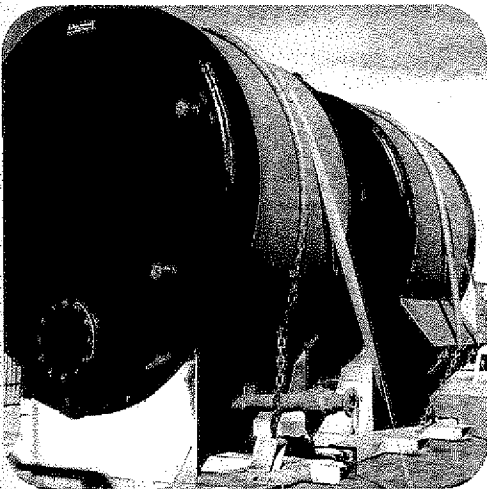
Storage Containers

Rhino Linings provides storage units and their contents with an airtight, watertight shield from the elements. The extremely-durable lining also protects surfaces from the wear and tear of loading and unloading.



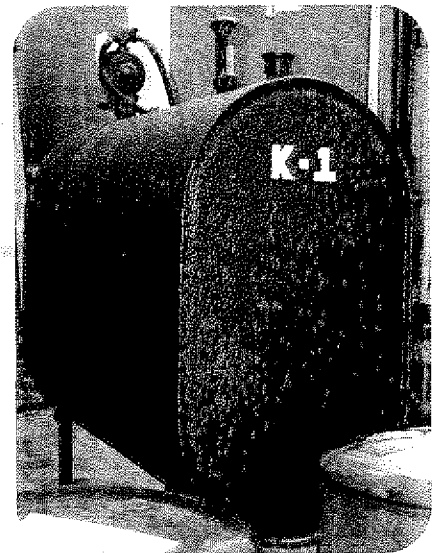
Storage Tanks

2. Chemical Containment

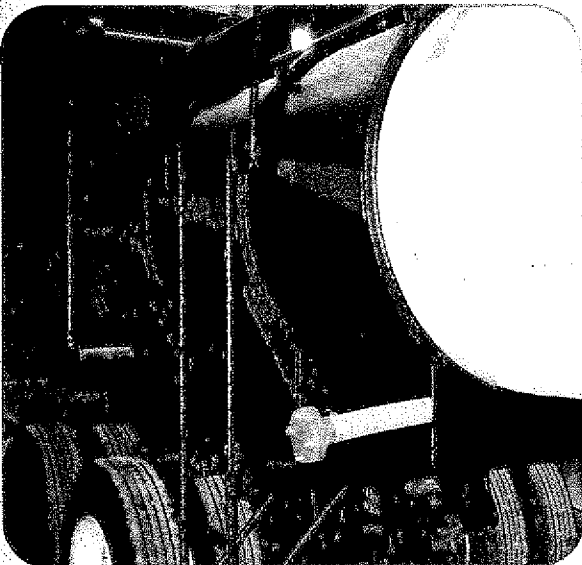


Aboveground Tank

Rhino Linings resists corrosion, chemicals and the elements. Rhino also provides an effective leakage barrier, making it ideal for environmental protection.



Fuel Oil Tank Exterior



Sewage Tank Exterior

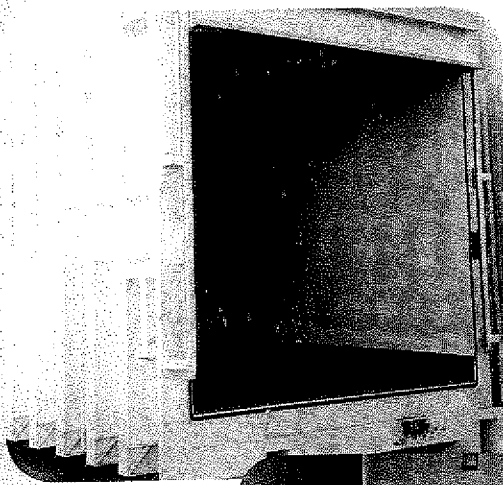


Gasoline Storage Tank Repair

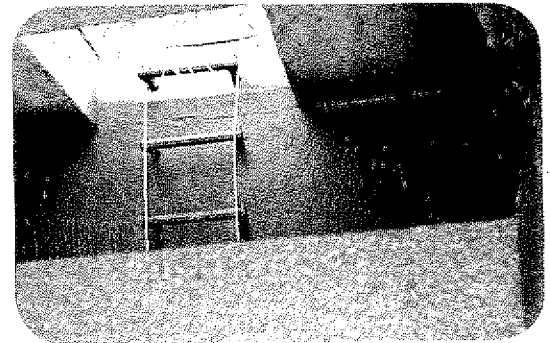
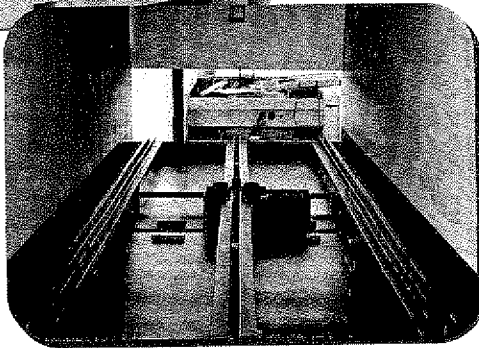
### III. INDUSTRIAL APPLICATIONS

## G. Storage

#### 3. Potable Water/Food



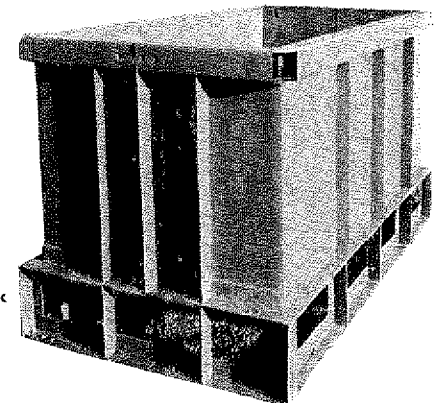
**Lettuce Tube  
Vacuum Chamber  
Floor and  
Components**



**15,000-Gallon Water Tank Interior**

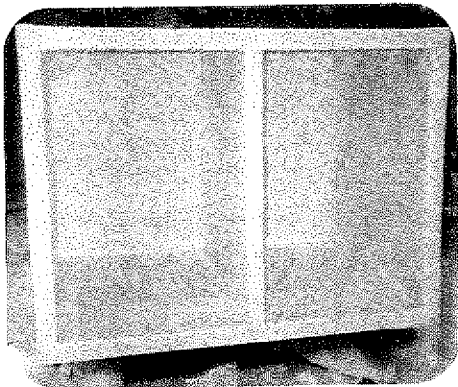
**Rhino Linings** has formulations specifically designed for contact with potable water and food. While **Rhino** protects the storage unit from abrasion and

rust, it keeps stored water or food safe.



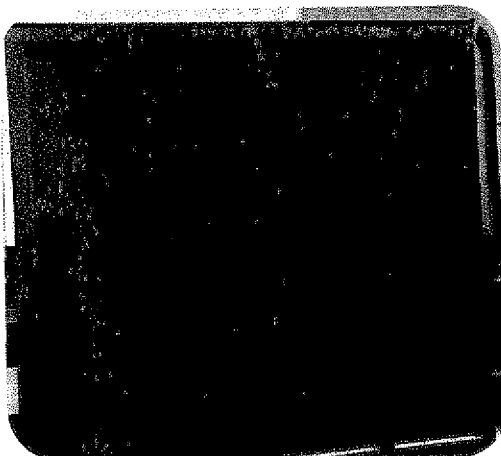
**Aquaculture Tank  
Interior**

#### 4. Portable Containers

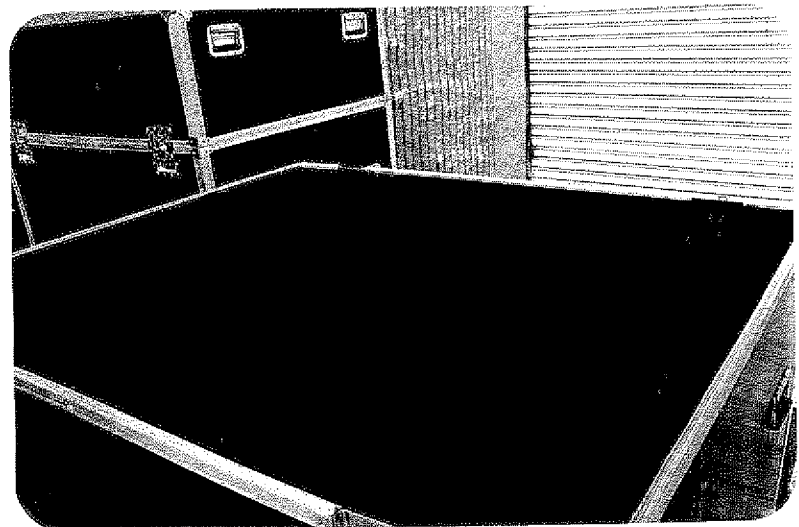


**Storage Bin  
Interior**

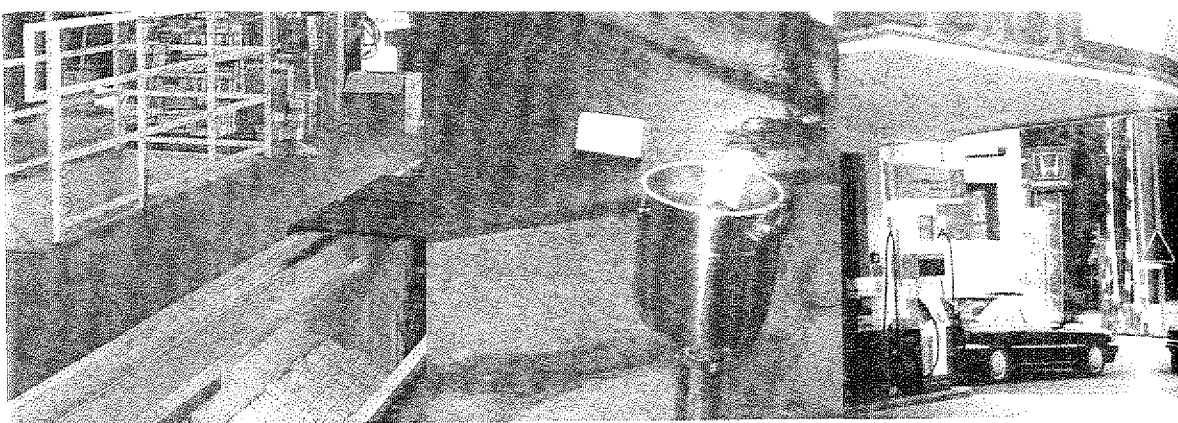
**Rhino Linings** is ideal for containers that are frequently loaded and unloaded. **Rhino** protects the container surface from dents and scratches and keeps the contents from shifting during transit.



**Mover's  
Storage  
Container  
Exterior**



**Show Crate Interior**

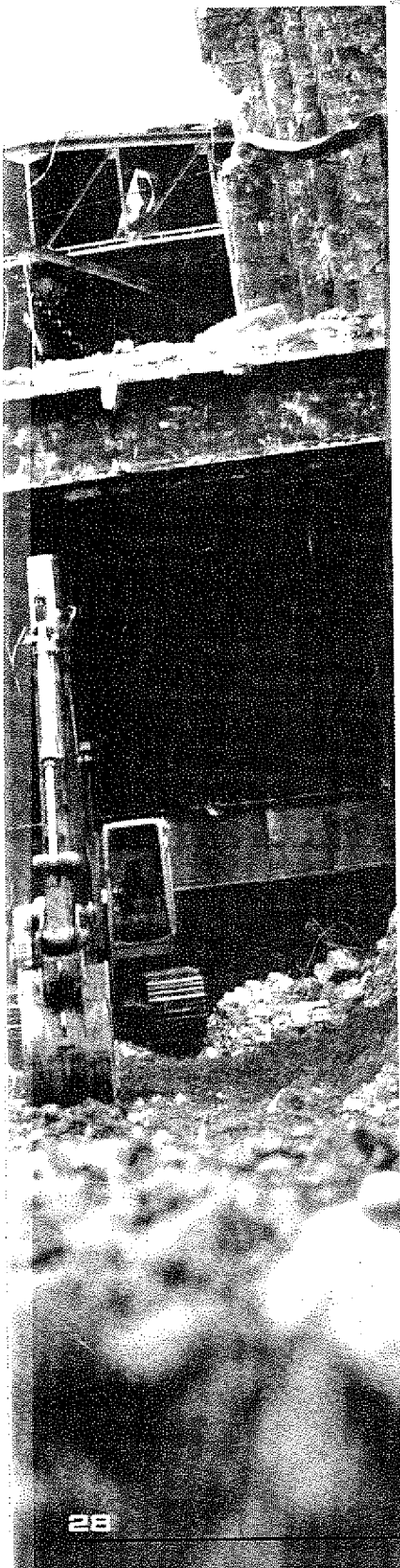


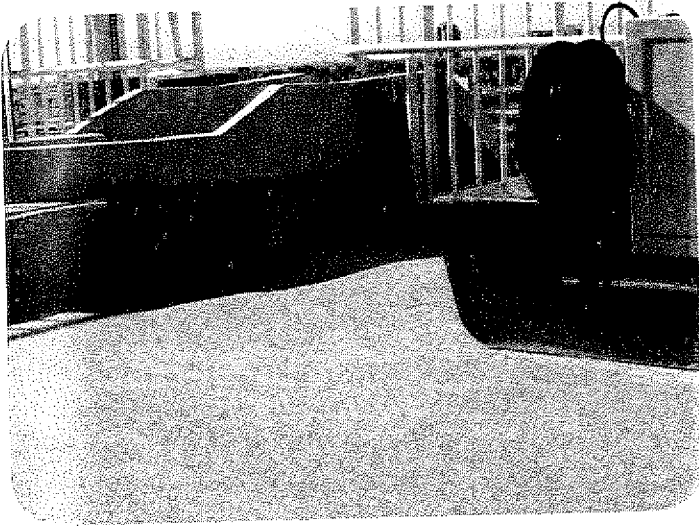
## CONSTRUCTION APPLICATIONS

From elegant private homes to war-torn cathedrals, Rhino Linings has been used around the world to protect new construction and deteriorating structures. Rhino's tough, versatile linings add significant value and years of life to construction projects of many different types and sizes.

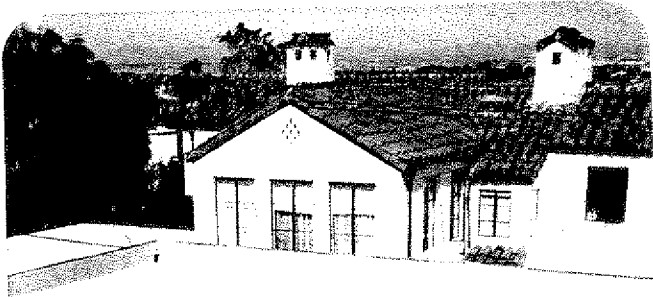
On walkways, decks, stairs, pavement and other outdoor surfaces, Rhino Linings provides a durable, watertight barrier against environmental damage and wear and tear. Inside, Rhino Linings gives floors, walls and other décor a layer of protection that is both practical and attractive.

Rhino's unique linings feature a tough, non-skid surface that is easy to clean. Linings can be sprayed in a variety of textures and in a rainbow of colors to easily accommodate a wide range of commercial and residential projects.

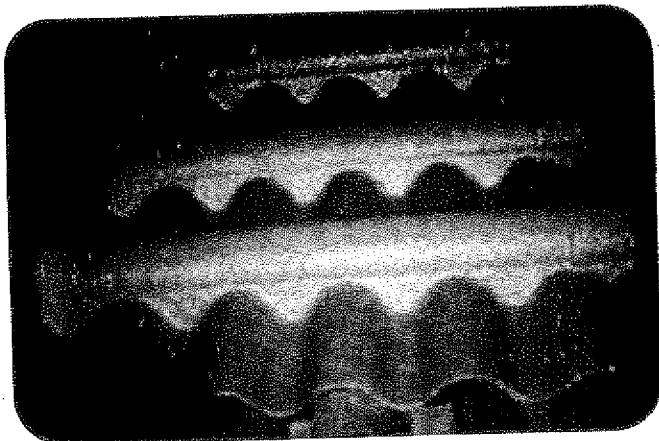
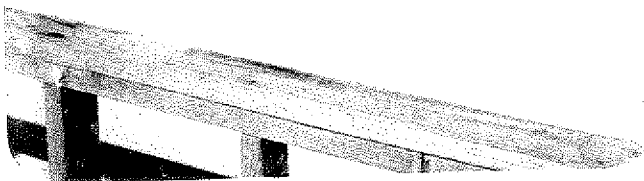




Cement Roof

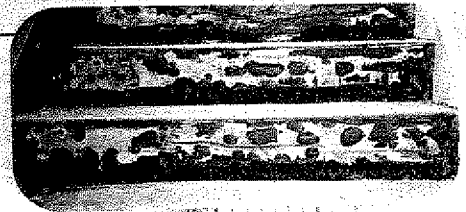


Roof Deck



Roof Tiles

BEFORE



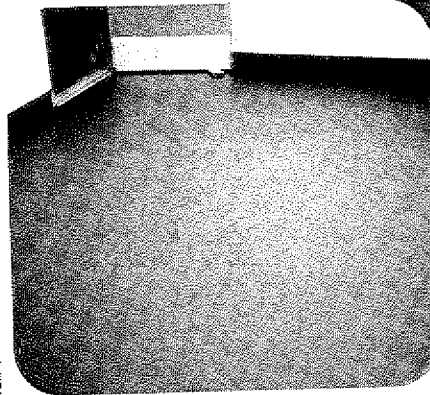
Metal Stairs



AFTER

These outdoor stairs and deck were previously covered by vinyl linings. The linings leaked, allowing water to severely damage the surfaces and drip into the underlying areas. After treating the surfaces and applying a durable, watertight layer of Rhino Linings, the problem instantly evaporated.

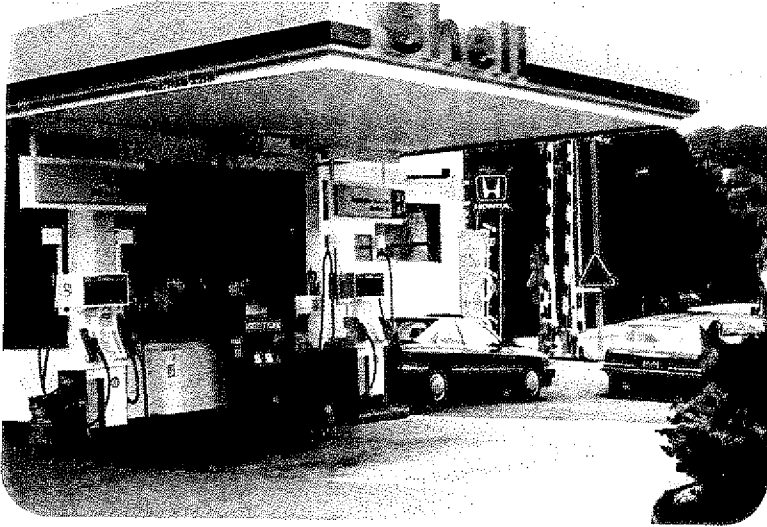
BEFORE



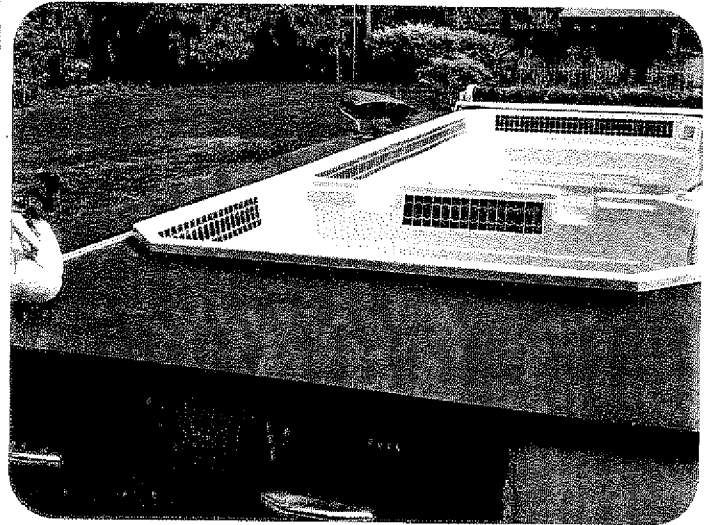
Concrete Deck

AFTER

# A. Outdoor Surfaces

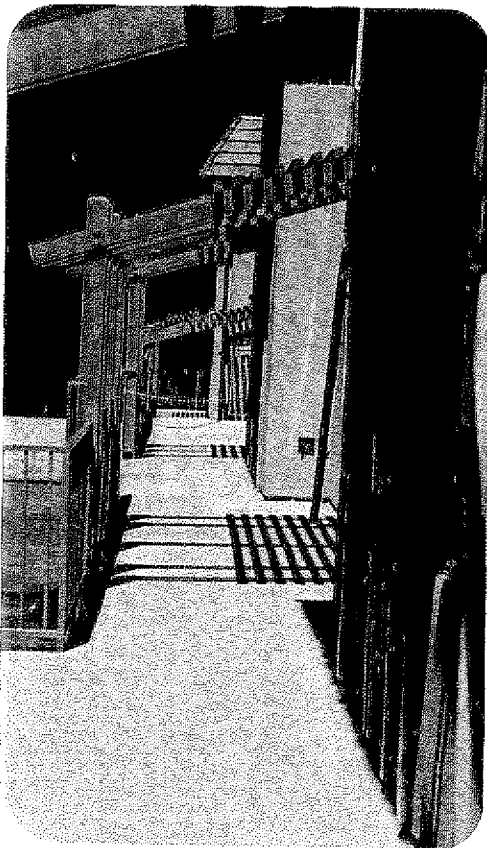


Gas Station Pavement



Swimming Pool Deck

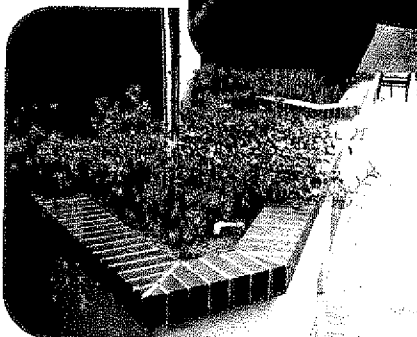
Rhino Linings extends the life of virtually any kind of outdoor construction. Its airtight, watertight surface seals out water and debris and won't crack or peel even under temperature extremes. It resists wear and tear, and its non-skid surface promotes public safety.



Walkway

BEFORE

Outdoor Planter  
Box Interior

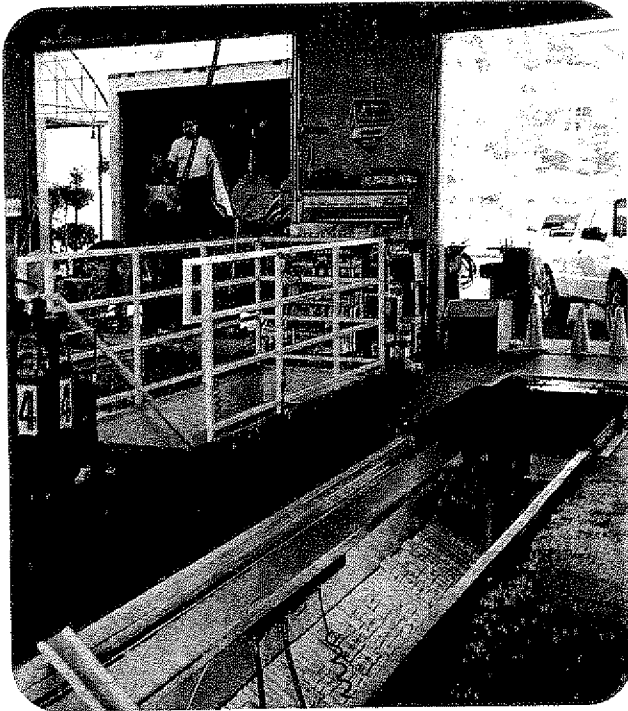


This outdoor planter was sprayed with Rhino Linings to stop water from leaking down onto the floor below. The watertight lining now keeps moisture inside the planter while the floor stays dry and protected.

AFTER

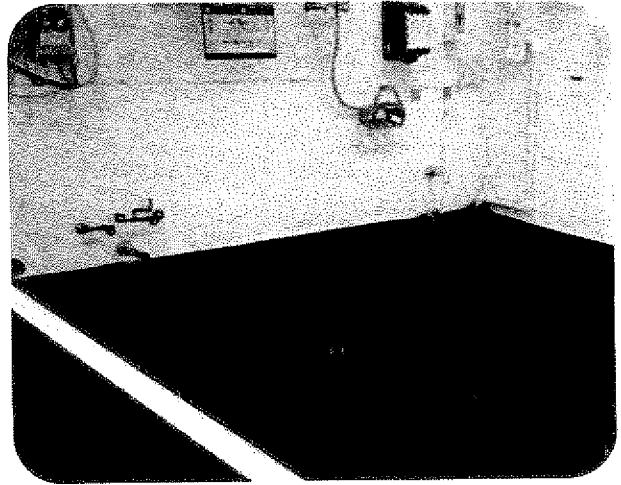
## IV. CONSTRUCTION APPLICATIONS

### B. Indoor Surfaces

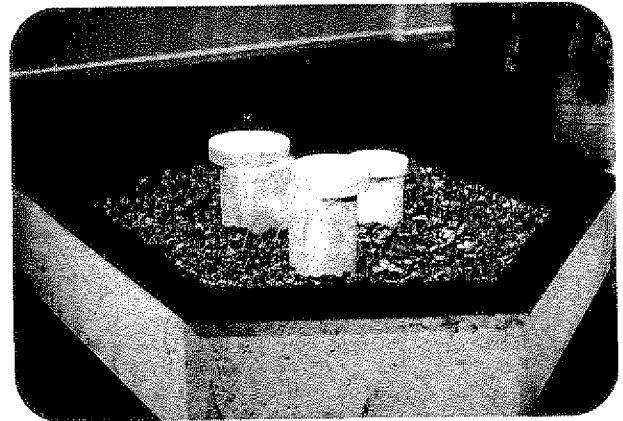


Vehicle Service Center Floor

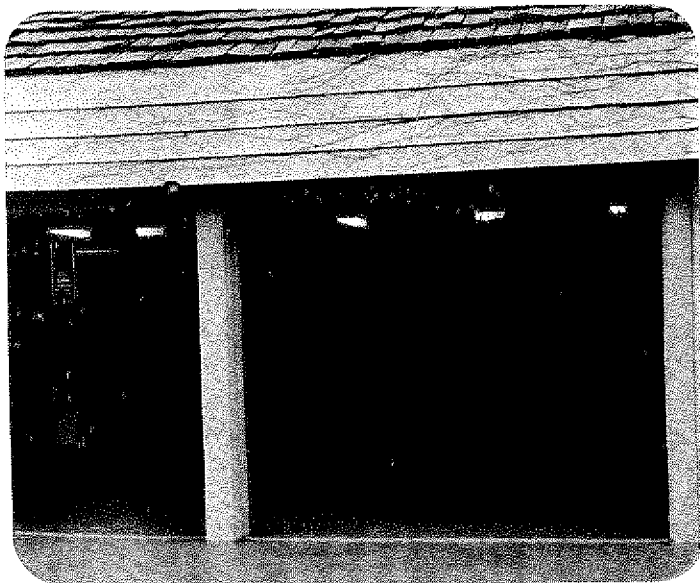
Rhino Linings makes indoor surfaces more durable. Its abrasion resistance guards against dents and scratches, and its water resistance protects against corrosion damage. Rhino's non-skid texture also improves safety and speeds up cleaning.



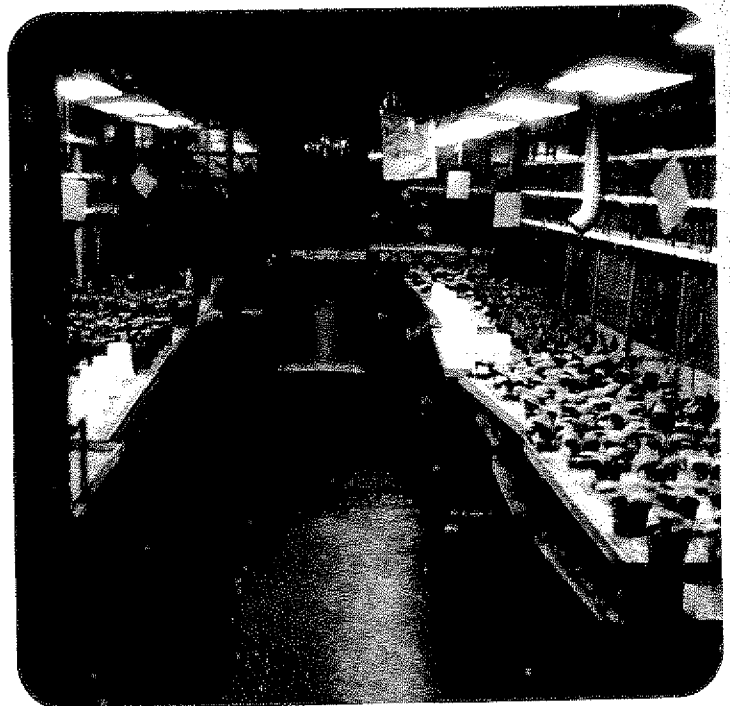
Retail Store  
Produce Department Floor



Fountain Interior

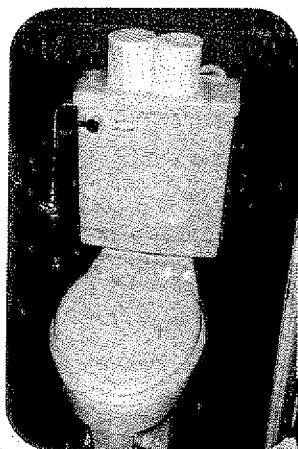


Garage Floor

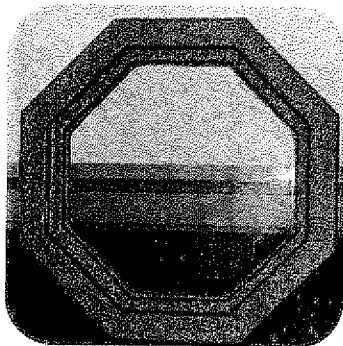


Greenhouse Floor

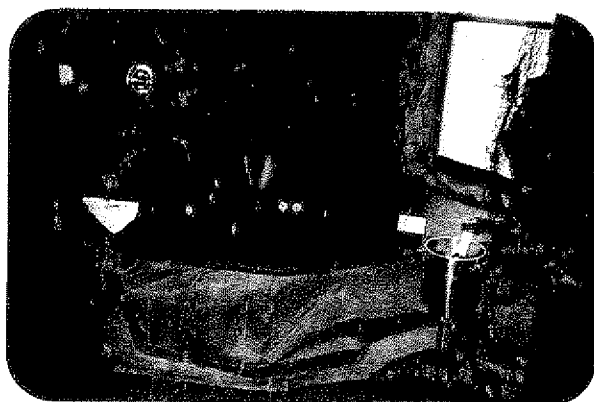
B. Indoor Surfaces



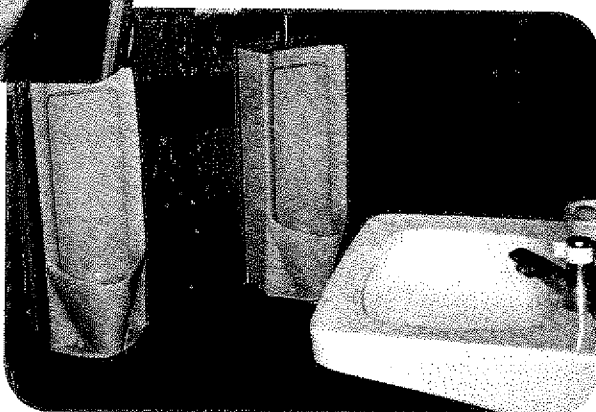
Bathroom  
Walls and  
Floor



Window Frame

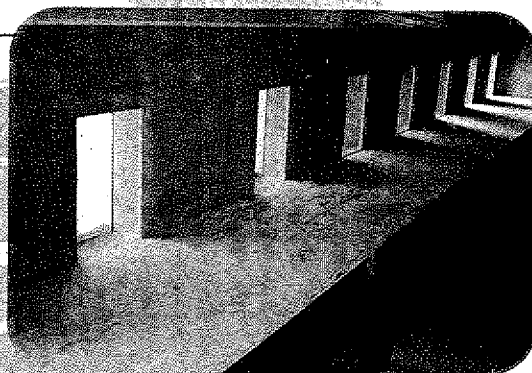


Hot Tub Deck



Hot Tub Deck

BEFORE



Dog Kennel Compartments



Rhino Linings was applied to this dog kennel to dampen sound between stalls and to fight scratches and wear and tear. The Rhino surface also cleans easily with water, making the stalls more enjoyable for puppies and caretakers alike.



AFTER



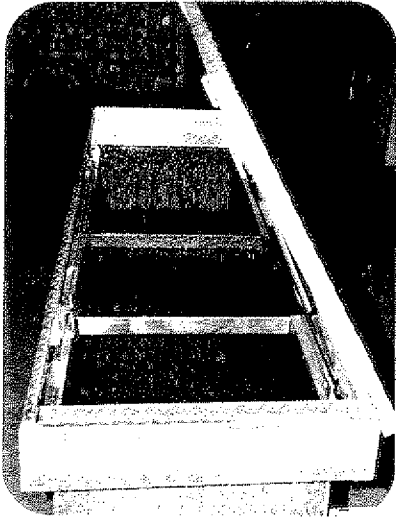
## MANUFACTURING APPLICATIONS

Rhino Linings sprayed-on polyurethane adds significant value and protection to a vast array of manufactured products. In a wide range of industries, the watertight, wear-resistant linings have given companies a considerable marketing edge over competitors that offer less durable products.

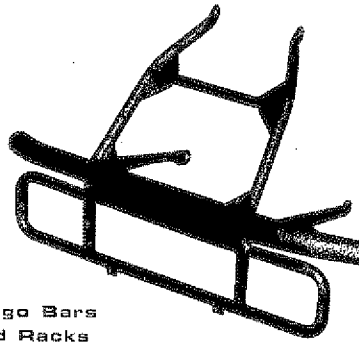
From cab floors and cargo boxes...to equipment parts...to vehicle bodies, Rhino Linings makes industrial, commercial and consumer products more functional and resilient. The linings extend product life, making goods more valuable in the marketplace.

The application process is quick and easy. With tack-free cure times of less than a minute, Rhino Linings is the ideal product for manufacturers with fast-paced production requirements. There are Rhino Linings distribution warehouses across the U.S. and around the world, enabling manufactures to enjoy just-in-time inventory and uninterrupted supply for even the highest-volume customers.

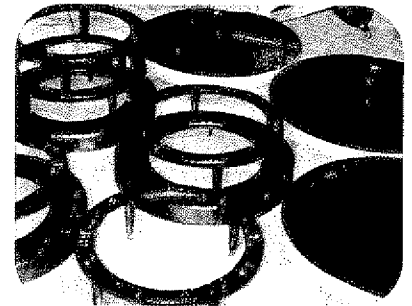
# A. Vehicle/Machine Components



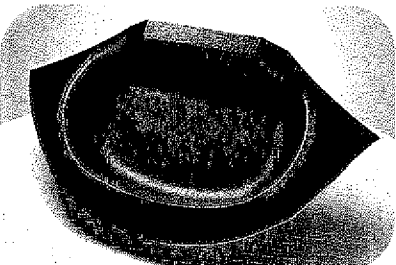
Toolbox Interior



Cargo Bars and Racks



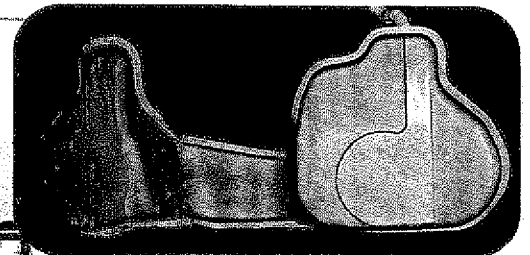
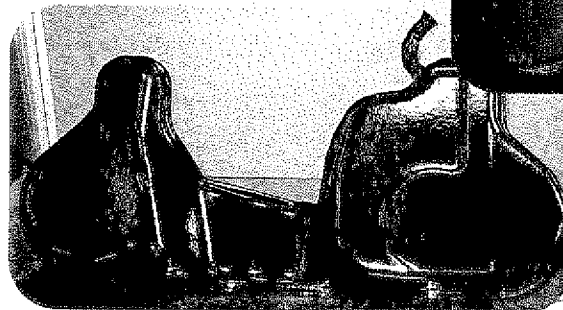
Lock-Out Tower Bolt and Nut Bins and Bases



Splash Well Interior

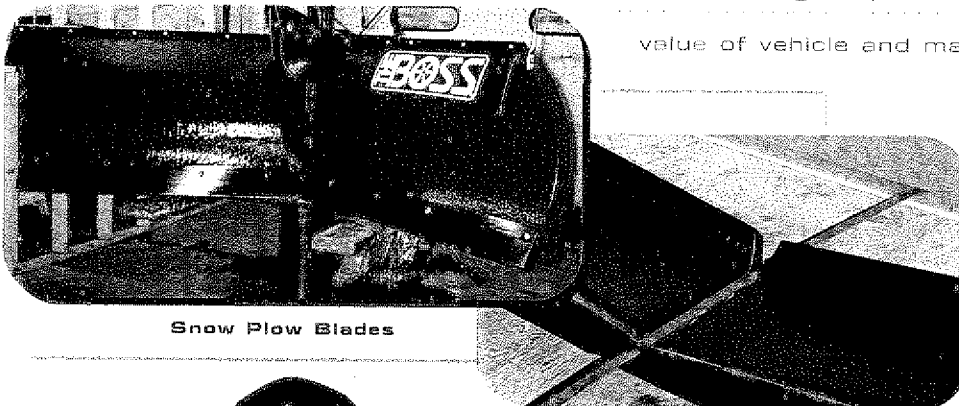
## BEFORE

Gas Tank Exterior



Rhino Linings was sprayed on this gas tank to guard against corrosion and gravel damage. The tough layer of Rhino protection will make the tank last longer, increasing its service life.

## AFTER



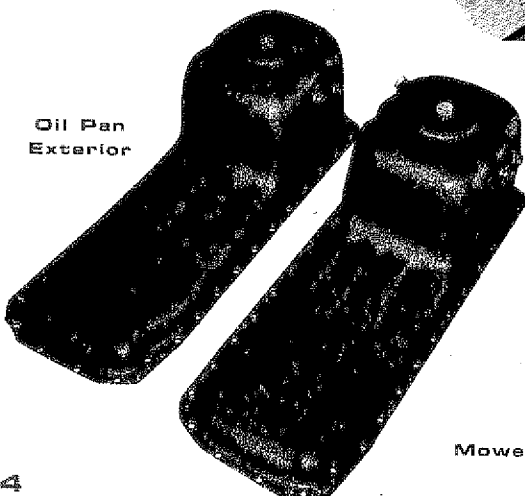
Snow Plow Blades

Rhino Linings improves performance and increases the value of vehicle and machine components. By providing a

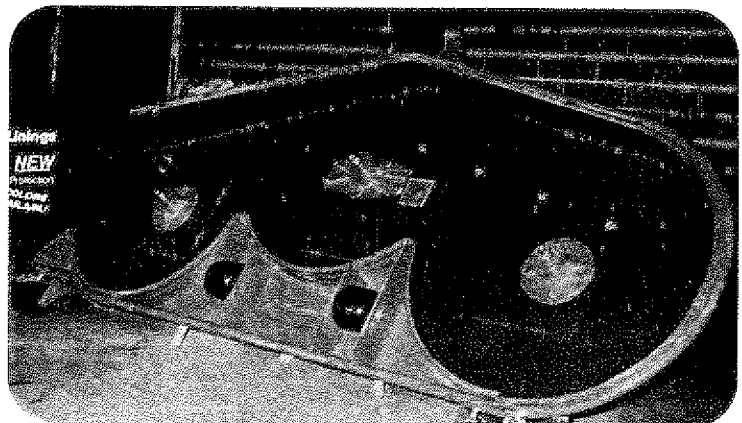
solid wall of protection against rust, impact and abrasion,

Rhino makes components last longer, which reduces costly repairs and downtime.

Oil Pan Exterior



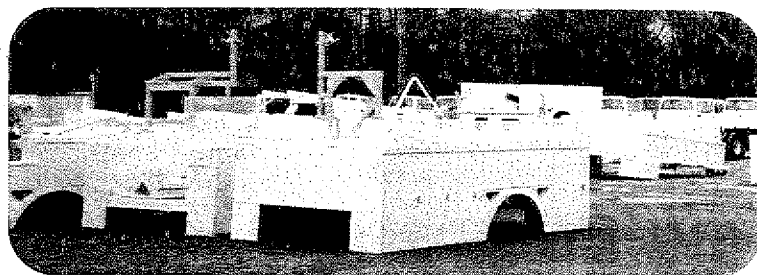
Mower Deck



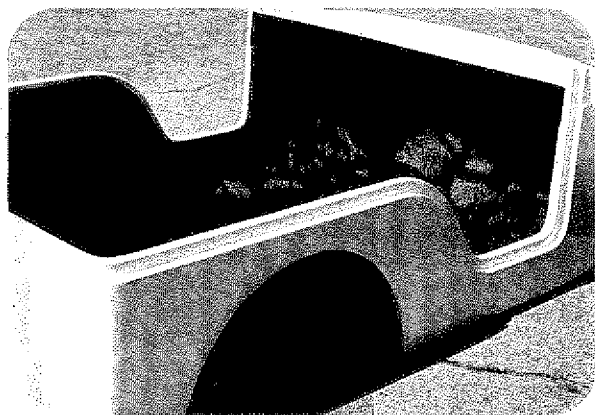
## V. MANUFACTURING APPLICATIONS

**Rhino Linings** prepares vehicle bodies for the force of a heavy workload. Rhino provides a solid layer of protection from rust, impact and abrasion, which can add years to the service life of a vehicle.

### B. Vehicle Bodies



Service Bodies



Jeep Interior



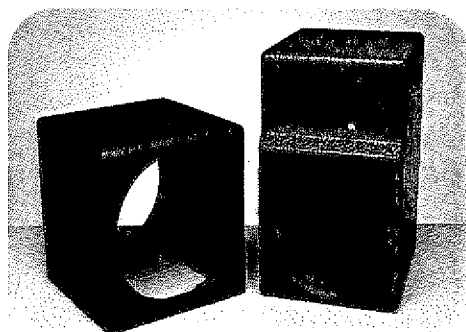
Truck Beds

### C. Consumer/Commercial Goods

**Rhino Linings** adds value and protection to a wide variety of consumer and commercial goods. Sprayed on virtually any surface in any color, Rhino protects products from rust, scrapes and scratches. Its textured surface also increases traction and sound insulation.



Surf Board



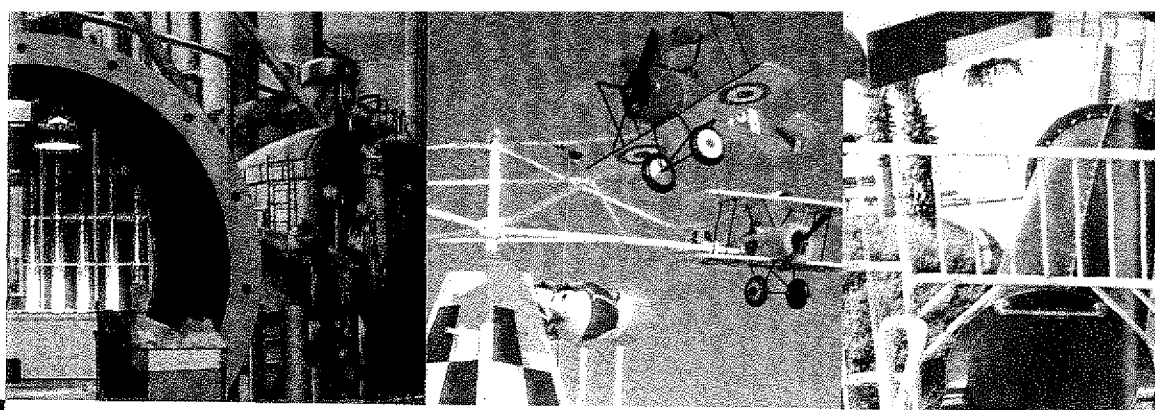
Speaker Box Exterior



Planter Box Interior



Trash Can Exterior



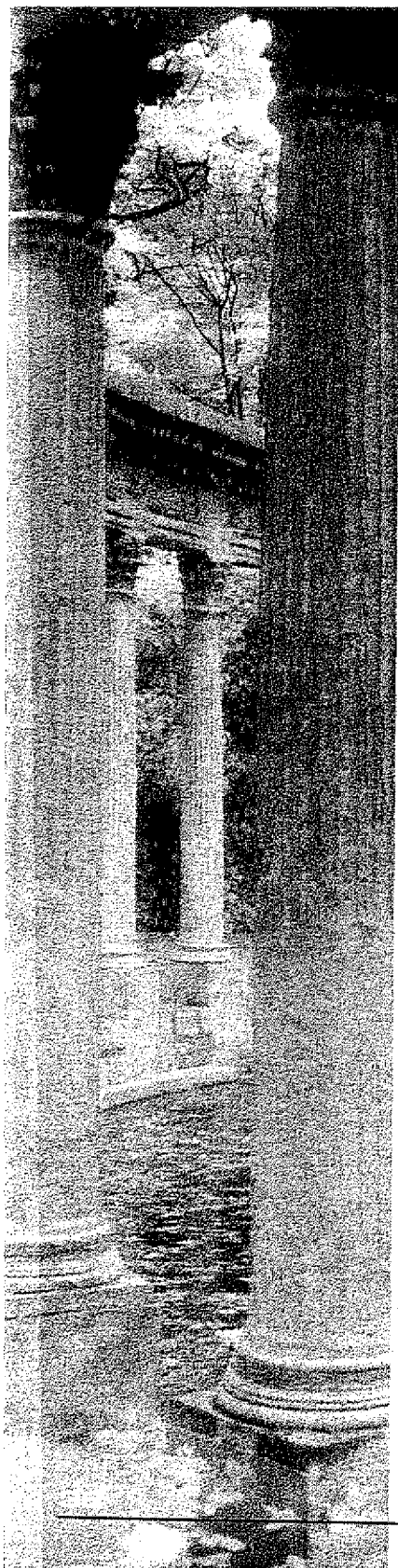
## THEME APPLICATIONS

Rhino Linings has become a popular and cost-effective application in themed displays and entertainment venues around the world. The durable, versatile lining reduces maintenance costs and repairs, while increasing safety and enjoyment by visitors.

Attractive and functional, Rhino Linings brings new life to virtually any surface. On structures of all shapes and sizes, Rhino provides superior protection against wear and the elements, while greatly enhancing appearance.

Whether it's sprayed to look like oil in a pipeline walkway, the mud walls of a Native American hut, the rock formations of an outdoor theatre or the textured rubber of a king-sized basketball, Rhino Linings makes each piece a work of art.

Rhino can be sprayed in any color with special effects ranging from glow-in-the-dark fluorescents to metallic finishes.



## VI. THEME APPLICATIONS

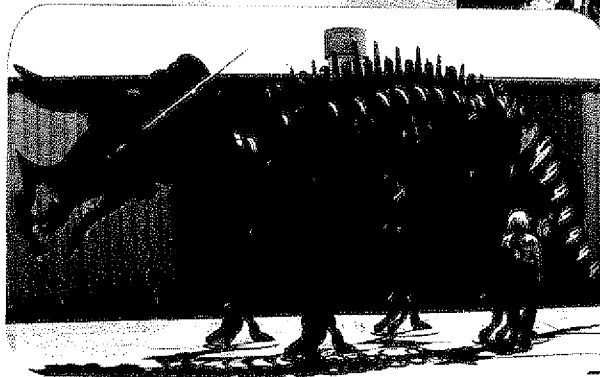
### A. Decorative Displays



Reindeer Surface

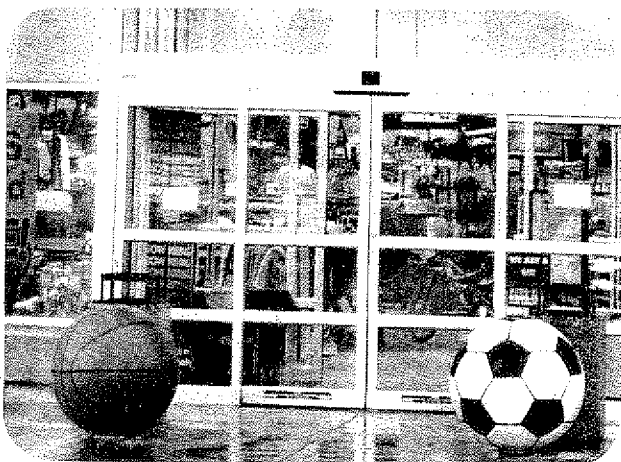
#### BEFORE

Rhino Linings was applied to this steel-plated, life-sized triceratops to protect it from rust and deterioration in harsh weather conditions. The 33-foot-long dinosaur replica now guards a science museum entrance with no cracks, peeling or rust in sight.



Entire Surface of  
Triceratops  
Museum Display

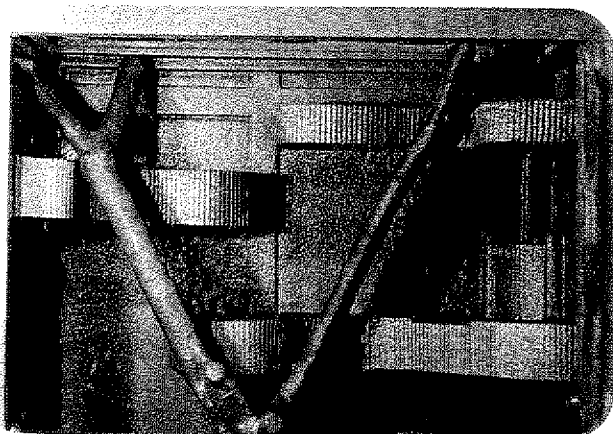
#### AFTER



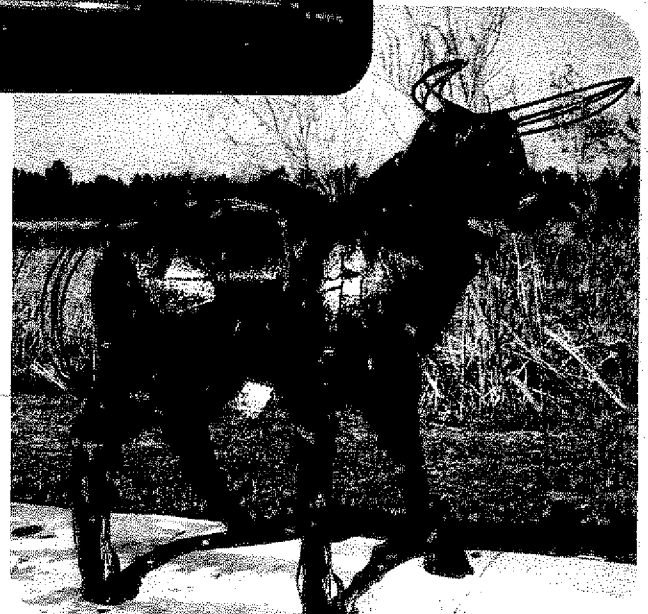
Sporting Goods Store Display



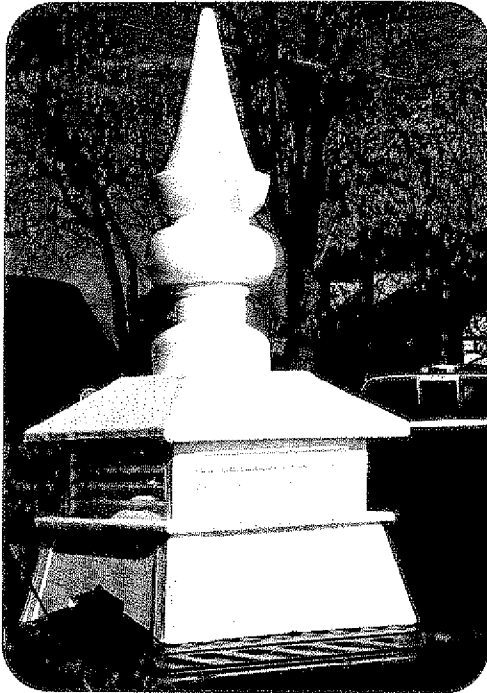
Restaurant  
Exterior  
Display



Amphibian Cage Interior



# A. Decorative Displays

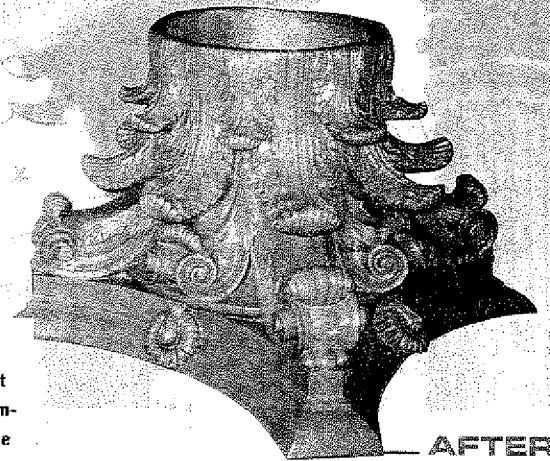


Cupola on Pavilion  
Building in City Park

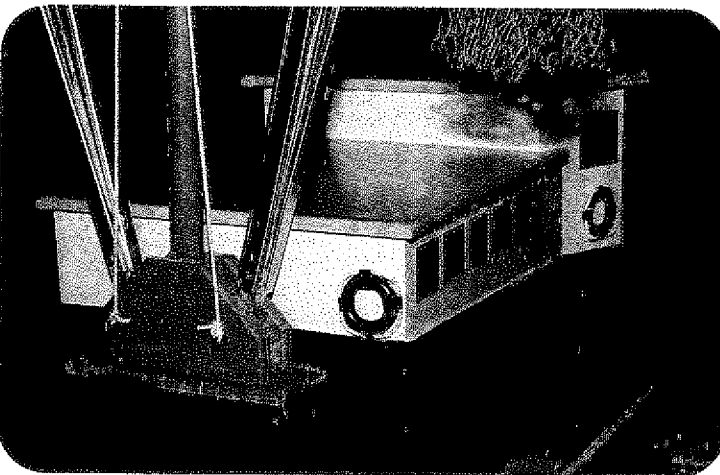
BEFORE

Porch  
Pillar  
Capitals

These intricately-designed pillar capitals were sprayed with Rhino Linings to protect them from the elements. Designed to accompany base rings in a coordinated theme, the Rhino pigment was custom color matched.



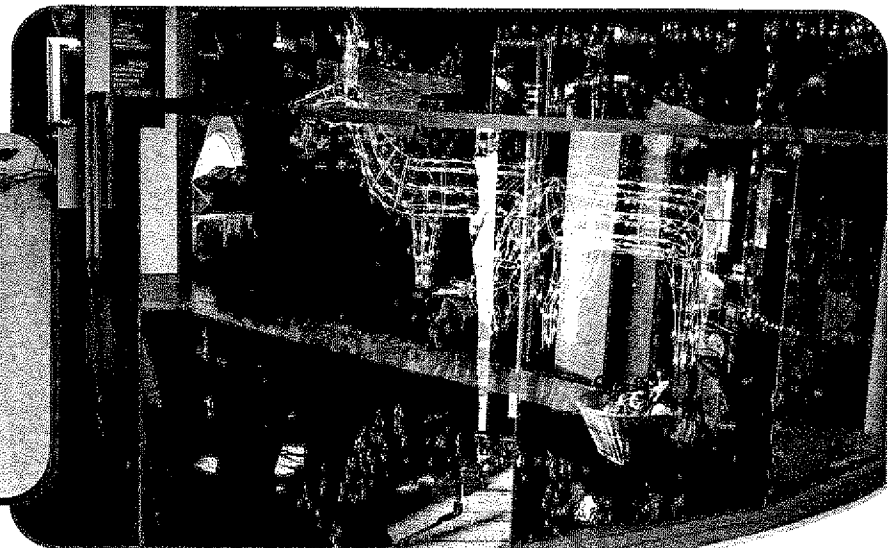
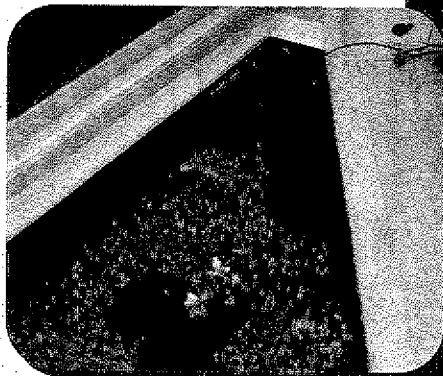
AFTER



Cocktail Shrimp Boat

Rhino Linings enhances and preserves the appearance of indoor and outdoor displays. Sprayed on virtually any kind of surface, Rhino protects even the most elaborate creation from dents, scratches and rust. It won't peel or crack even under weather extremes, and it's available in any color, including metallic, fluorescent or pearlescent finishes.

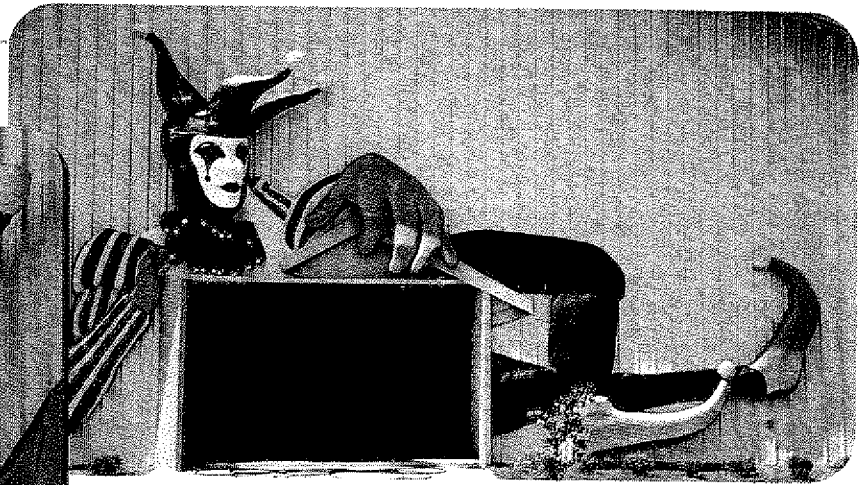
Fish Tank Interior



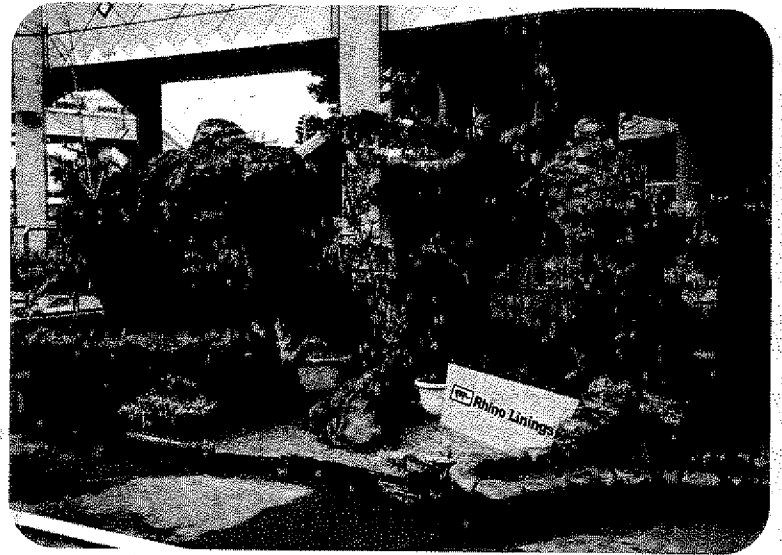
## VI. THEME APPLICATIONS

### A. Decorative Displays

Paper Mache  
Building Decor



Styrofoam Rock Garden Pond/Planter

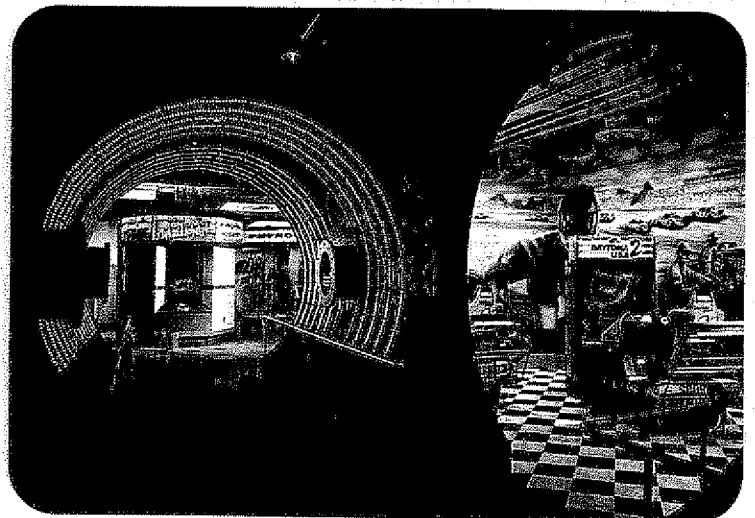


Styrofoam Rock Garden and Pond

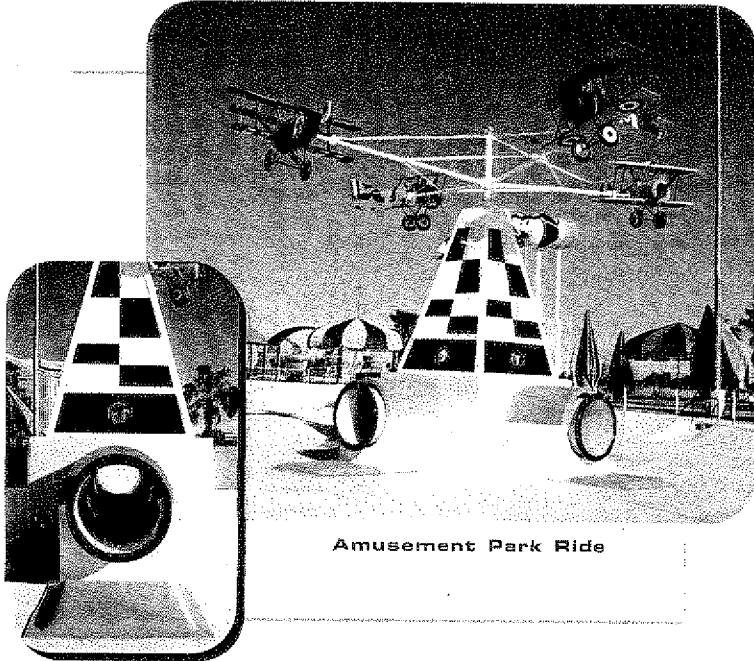
### B. Entertainment



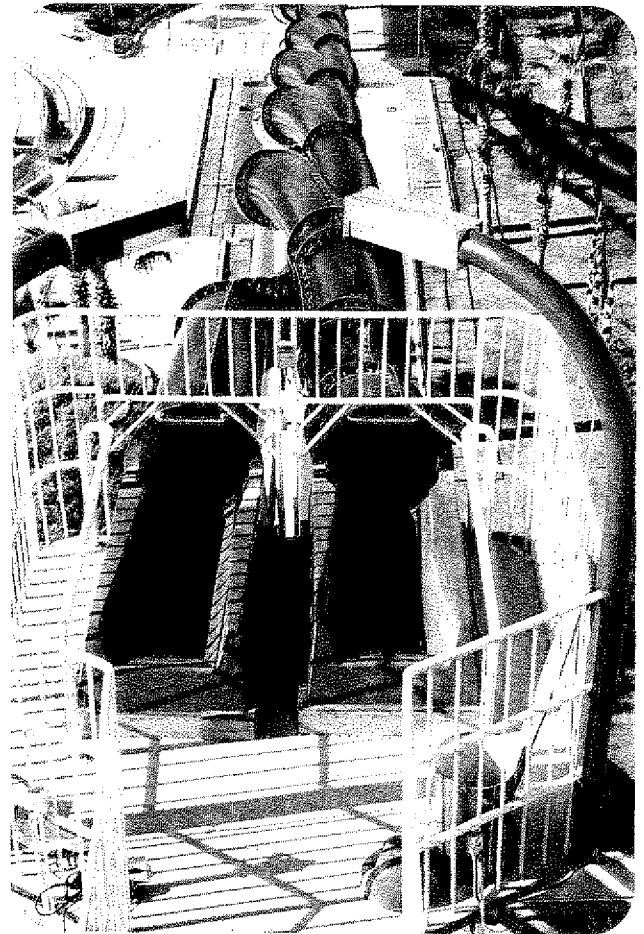
Interior of Petroleum Pipeline Museum Walkway



## B. Entertainment



Amusement Park Ride

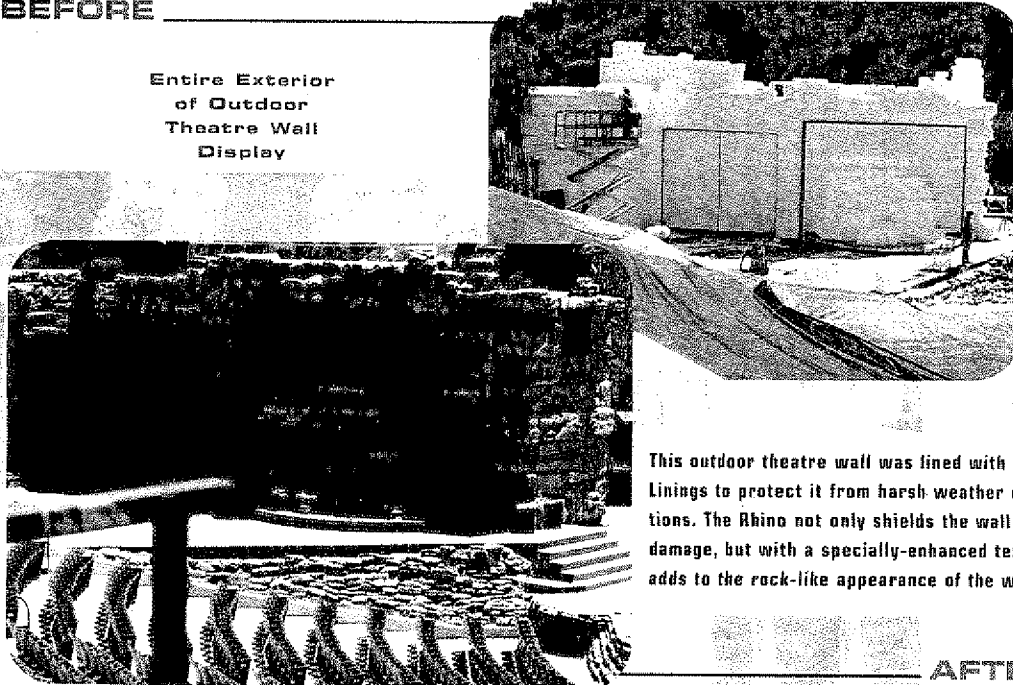


Water Slide

**Rhino Linings** is the ideal protection for rides, playgrounds, exhibits and other attractions frequented by large numbers of people. Rhino's wear-resistant surface safeguards virtually any type of structure from scrapes and scratches, while it protects patrons with its skid-free surface. It's available in any color to complement even the most imaginative theme.

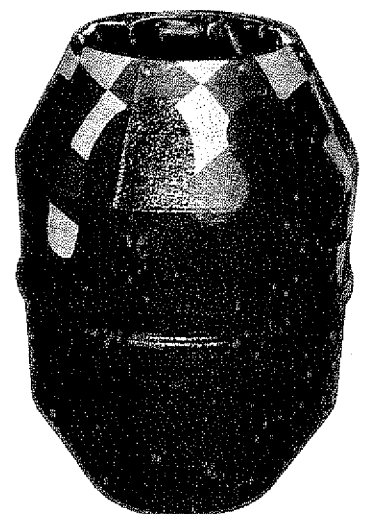
## BEFORE

Entire Exterior  
of Outdoor  
Theatre Wall  
Display



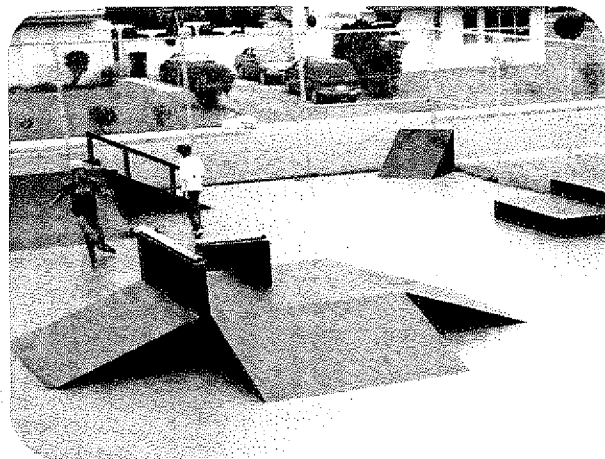
This outdoor theatre wall was lined with Rhino Linings to protect it from harsh weather conditions. The Rhino not only shields the wall from damage, but with a specially-enhanced texture, adds to the rock-like appearance of the wall.

## AFTER

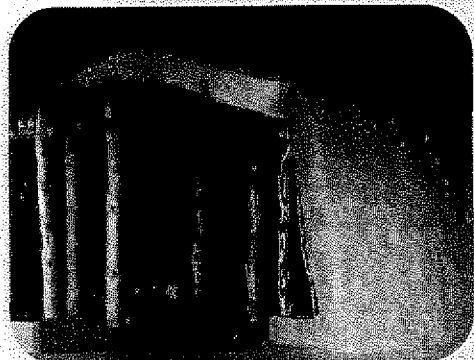
Rodeo Clown  
Barrel



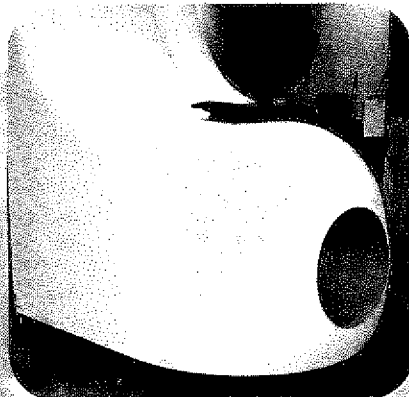
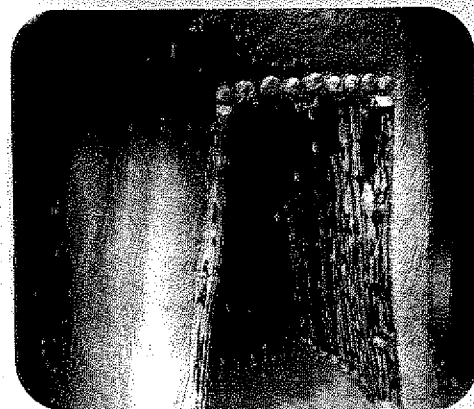
Theme Park Ride Floor



Roller Skating Park Surface



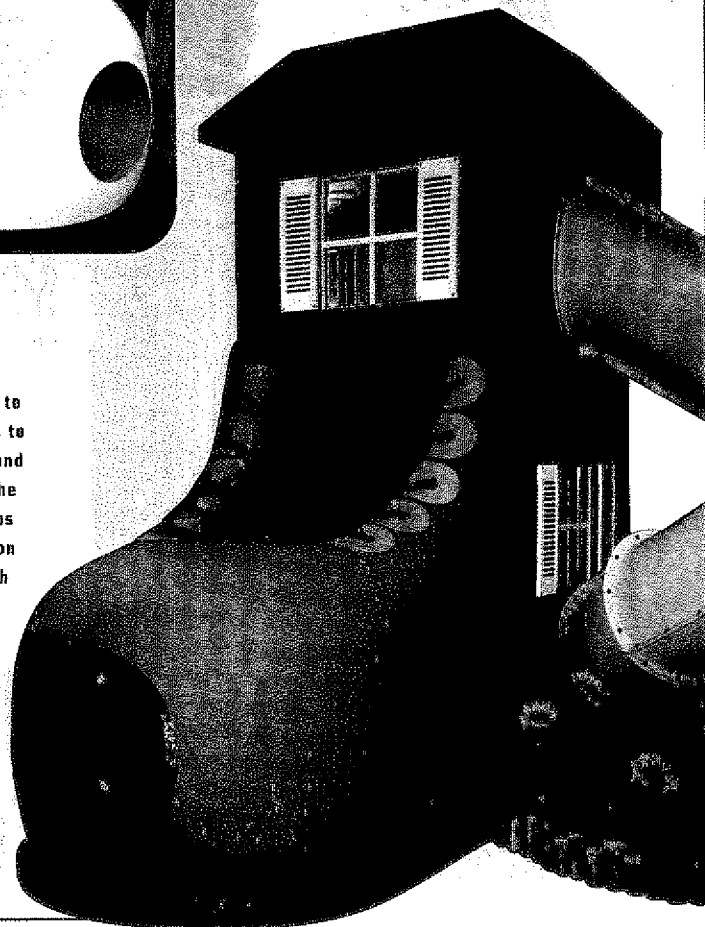
Floor, Exterior and Interior Walls of Native American Hut Museum Display



BEFORE

Slide

Rhino Linings was applied to this amusement park slide to protect it from the wear and tear of children at play. The wear-resistant lining keeps the surface in top condition and adds to the décor with bright custom colors.



AFTER



**Rhino Linings USA, Inc.**

Tel: (858) 450-0441 • Fax: (858) 450-6881

Dealer Sales: (800) 422-2603

Industrial Division: (877) 509-4603

[www.rhinolinings.com](http://www.rhinolinings.com)

**Rhino Linings of Canada, Inc.**

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Fax: (905) 684-4037

[www.rhinolinings.com](http://www.rhinolinings.com)

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**Australia and Asia**

**Rhino Linings Australasia Pty Ltd.**

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[www.rhinolinings.com.au](http://www.rhinolinings.com.au)

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